**LeMoyne-Owen College**

**Business**

**ADCP335, Managerial Marketing, Section \_TBA \_**

##### Start: 2/9 & 11/2016 Spring, 2016

**Instructor:** **Prof. Allen L. Savage, Sr.**

**Office Room:** **\_TBA\_\_\_\_\_\_\_\_\_\_\_\_**

**Office Phone:** **(901) 314-6334**

**Office Hours:** By Appointment

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Email Address: allen.doc.savage@gmail.com

**Credit Hours:** 3

**Prerequisites: N/A**

# Syllabus

**Texts: *Principles of* *Marketing, 15th Edition*** Author: Philip Kotler and Gary Armstrong

ISBN number ***978-0-13-308404-7***

### **Supplemental Materials: N/A**

**Course Description:** This course emphasizes the marketing function in the aggregate economy. Topics include marketing principles: interpreting the consumer behavior in light of culture; values and social norms in buying and selling; marketing theories and their applications in the business world; and selected case-studies and discussion.

**College Graduate Competencies:**

The two college graduate competencies (CGC) that are directly addressed in [Insert course title.] are:

1. Appreciate, understand, now and pursue the principles, methods and subject matter that underlie the major discipline.

2. Attain motivational, personal management, interpersonal skills, professional development and research experience, as well as resourcefulness that will form the basis for a career and/or further educational experiences.

**Course Objectives:**

1. Understand the need to adapt to the changing marketing environment

2. Synthesize conclusions and outcomes of literature in the field of managerial marketing.

3. Identify transformations in the economy and discuss how it can strongly influence marketing strategies.

4. Demonstrate critical thinking by discussing topics related to marketing in a dynamic environment

**Attendance Policy:** In accordance with college policy, classroom attendance is required. The following standard will be applied:

1. If unexcused absences total 15% of the regularly scheduled class meetings, the instructor has the authority to lower the final grade by one letter.
2. If unexcused absences total 20% of the regularly scheduled class meetings, the instructor has the authority to give a failing grade.
3. Five tardies—arrival to class five minutes after class has begun—will equal one unexcused absence.

**Technology Use:** LeMoyne-Owen College is committed to enhancing student learning through the use of a variety of applicable technology.

In this course, students will use or be exposed to [software and/or hardware].

**Demeanor:** Suitable demeanor, posture and attire are required. For guidelines and the dress code, please refer to the 2011/2012 Student Handbook (8-9; 13).

**Classroom Policies and Procedures:**

The classroom learning experience provides opportunities for faculty and students to engage in interactive exchanges of course content. To facilitate this exchange, the following guidelines are provided:

1. Because each class session covers vital material and information, it is important that students arrive on time to each class session.

2. In order to enhance students’ performance and confidence in acquiring the material, it is critical that students come to each class session prepared. This includes bringing to class required texts, supplemental materials, and assigned work, which is provided on the course outline.

3. In order to limit unnecessary distractions which would deter learning, cell phones, multi-media devices, and laptops are required to be turned off or on vibrate when class is in session, except by permission of the faculty.

Faculty reserve the right to apply penalties for noncompliance to either or all of the above guidelines.

**Assignments and Submission Requirements:**

Because of the accelerated nature of this class, students in this cohort will be expected to complete 20-25 contact hours outside of class on group assignments and/or projects.

Students are allowed to submit assignments in hard copy or by email to the instructor.

**Assessment and Submission Requirements:**

Students will be assessed based on group projects, class presentations, ticket out the door, assignments, and final exam.

**Policies Related to Students with Disabilities:**

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please make an appointment with Jean Saulsberry, Director of Student Development, as soon as possible at (901) 435-1727. The Student Development Office is located in the Alma C. Hanson Student Center, Room 208.

**Grade Scale:** 90-100 A; 80-89 B; 70-79 C; 60-69 D; 59 & Below F

**Student Performance Evaluation:**

1. Identify the areas to assess student performance.

2. Specify the weight of those areas by a percentage or point system.

LeMoyne-Owen College Graduate Competencies (CGC)

**LeMoyne-Owen College graduates should be able to:**

1. Think creatively, critically, logically, and analytically using both quantitative and qualitative methods for problem solving;

2.  Communicate effectively (listen, speak, read, and write) on formal and informal levels;

3.  Distinguish, clarify, and refine personal values for the attainment of richer self-perception and relate those values to the value system of others;

4.  Appreciate, understand, and know the foundations of the Afrocentric perspective;

5.  Appreciate, understand, and know the foundations of diverse cultures in the context of a global community;

6.  Appreciate, understand, now and pursue the principles, methods and subject matter that underlie the major discipline(s);

7.  Accept social responsibility and provide service to humankind;

8.  Maintain levels of literacy that allow them to understand the impact of science and technology on individuals, society, and the environment;

9.  Attain motivational, personal management, interpersonal skills, professional development and research experience, as well as resourcefulness that will form the basis for a career and/or further educational experiences;

10. Attain critical skills, frame of reference, and understanding needed to appreciate and discriminate between artistic achievements.

**ADCP335 Managerial Marketing, Section TBA\_**

**Course Outline**

**Weekly Course Schedule**

|  |  |
| --- | --- |
| **Week 1** | Introduction of the Course |
|  |  |
|  | Discuss Part 1 |
|  | Assign Teams/Work on Team Project  Discuss Assignments  Ticket out the Door:   1. Shark Tank |
| **Weeks 2** |  |
|  | Discuss Parts 1 & 2 |
|  | Assignments Due:   1. The Profit 2. Bar Rescue   Work on Team Project |
| **Week 3** |  |
|  | Discuss Parts 2 & 3 |
|  | Work on Team Project  Blog Assignment for Extra Credit |
| **Week 4** |  |
|  | Discuss Parts 3 & 4 |
|  | Work on Team Project  Final Examination  Group or individual presentations |
| **Week 5** |  |
|  | No Class |
|  |  |
|  |  |
| **Course Evaluation** | At the end of the course, you will receive an evaluation. Your feedback is critically important to Lemoyne Owens College in order to maintain a quality program. |

**Instructor reserves the right to add or subtract assignments or assessments.**