Eastern Illinois University
Revised Course Proposal
MAR 3550, Marketing Professionalism and Management

1. Catalog description in the style of the University Catalog, showing
   a) MAR 3550;
   b) Marketing Professionalism and Management;
   c) (3-0-3);
   d) (F, S,);
   e) Mark Prof Mgmt;
   f) This course is an intermediate course that builds on knowledge from principles of marketing to prepare students to make operational decisions within the product, place, promotion and price areas. The course develops student ability to find and organize information used for decision-making. The course introduces the format of a comprehensive marketing strategy and prepares students for the advanced, integrative, Marketing Strategies course.
   g) BUS 3470 with C or better, and a declared School of Business major or minor, or permission of the Associate Chair, School of Business.
   h) Spring 2007

2. Objectives and Evaluation of the Course
   a) Upon completing this course, students should be able to
      • Apply marketing terms and concepts.
      • Demonstrate the use of quantitative analysis in marketing decision-making.
      • Make appropriate operational decisions within product, place, promotion, and price areas.
      • Coordinate tactical decisions to develop a unified and optimal overall marketing strategy.
      • Demonstrate effective written and oral communications in business.
      • Understand the format of a comprehensive marketing strategy.
      • Work effectively in teams.
      • Gather and analyze information about a market/company/ or product.
      • Understand marketing as a career field and the requisite skills and values expected to become a marketing professional.
   b) In-class oral discussions and written assignments, either individually or in student teams, will be used to assess student performance on stated objectives. Written student responses and decision-making on mini-cases pertaining to market situational analysis, product development, promotion, channels of distribution and pricing will be evaluated for appropriate use of terms and concepts, quantitative accuracy, and conformity to generally accepted marketing principles and practices. These written assignments will comprise 50% of the course grade. Additionally, a written case study worth 25% of the course grade, incorporating all tactical decision areas (situation analysis, product, place, promotion and price) will be used to assess student ability to integrate and harmonize area decisions to achieve a coordinated marketing strategy. Last, a written term project will require students to research and explain a company's current marketing strategy and make recommendations on an alternative strategy. A comprehensive marketing plan format will be used. This project counts as 25% of the course grade.

   Written assignments (mini-cases) 50%
   Written case study 25%
   Written term project 25%
   Total 100%

   c) NA.
   d) NA.
   e) NA.
3. Outline of the Course

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to the course and review of marketing concepts and terms. Values and ethics of the marketing profession. Library resources for marketing; a tour of Booth Library's online and other resources for research in business. The use of teams and roles played by team members in accomplishing assignments will be discussed.</td>
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<td>2</td>
<td>Review of competitive environment and consumer behavior concepts. Assignment given requiring students to develop background information on a specific product market and its customers. Discussion on writing a situational analysis and defining market segment. Professionalism in marketing—the role of the professional organization in marketing: The American Marketing Association.</td>
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<td>3</td>
<td>Review of concepts related to market research and internal data bases analyses. Financial decision-making ratios will be discussed. Students will analyze data and make operational decisions based on their calculations. Building the resume: how to write an effective resume; highlighting the skills and knowledge most desired by business employers, including teamwork, problem solving, interpersonal skills, oral communication, listening, career development,</td>
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<td>4</td>
<td>Review of product/service concepts. The term project will be explained. Expectations about oral and written presentations will be explained. Students will research a specific new product and outline recommendations for product marketing. Project presented as a method of gaining knowledge about an industry or company that a student might want to explore as a career.</td>
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<tr>
<td>5</td>
<td>Product management concepts are continued with oral discussion and an in-class writing assignment. Your career as a product life cycle: writing an effective resume; highlighting the skills and knowledge most desired by business employers, including teamwork, problem solving, interpersonal skills, oral communication, listening, and career development.</td>
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<td>6</td>
<td>Review of channels of distribution concepts. Students will research a specific product market to identify multiple channels of distribution and make recommendations.</td>
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<td>7</td>
<td>Channel of distribution discussion continues. An in-class written assignment will be administered.</td>
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<tr>
<td>8</td>
<td>Review of promotional strategy concepts. Students will research a specific product and its promotional objectives and tactics. Students will critique the tactics and suggest alternatives.</td>
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<td>9</td>
<td>Promotional strategy continued. An in-class written assignment will be administered. Personal selling techniques that can be used for job interview(s).</td>
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<tr>
<td>10</td>
<td>Review of pricing concepts. Additional financial and marketing decision tools will be discussed. Students will research a specific market to identify pricing tactics and suggest alternatives.</td>
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<tr>
<td>11</td>
<td>Psychological concepts related to pricing will be discussed. Students will continue an analysis of a specific market.</td>
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<td>12</td>
<td>Students will present their alternative pricing recommendations. An in-class assignment will be administered.</td>
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<tr>
<td>13</td>
<td>Expectations for effective oral presentations: using visual aids; what the business world expects from an oral presentation; planning the presentation.</td>
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<tr>
<td>14</td>
<td>Oral presentations on individual marketing comprehensive plans.</td>
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<tr>
<td>15</td>
<td>Oral presentations on individual marketing comprehensive plans.</td>
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</tbody>
</table>

b) NA.

4. Rationale

a) Purpose and need: The purpose of this course is to reinforce and expand student knowledge of marketing principles that were introduced in the preceding course, BUS 3470 Principles of Marketing. This course requires application of concepts to actual market situations. Students will learn to identify many possible alternative tactics and select the "best" tactic using their judgment and analysis of the situation. The course prepares students for strategic marketing planning that occurs in the next course, MAR 4700 Marketing Strategies. Assessment data collected in MAR 4700 demonstrate that students are not sufficiently prepared to apply marketing principles in the capstone strategy course. MAR 3550 will provide the opportunity for marketing students to learn more complex concepts and strengthen their understanding of marketing principles through analyzing, decision making and problem solving.

b) This course will be offered at the junior level, and students will be advised to take it during the second semester of the junior year. The prerequisite, BUS 3470 Principles of Marketing, which is taken in the first semester of the junior year is necessary so that students have the basic knowledge of marketing concepts, terms, and mathematics upon which to build.
c) Similarity to existing courses
   (1) Because MAR 3550 will serve as an intermediate level course between BUS 3470 Principles of Marketing and MAR 4700 Marketing Strategies, general content is similar to those courses. Based on knowledge gained in BUS 3470, BUS 3550 provides expanded depth focusing on tactical decisions within product, promotion, place and pricing. MAR 3550 will introduce case study methodology and format so students are prepared for more advanced cases in MAR 4700. The advanced strategy course concentrates on integrative, strategic planning. Also, the strategy course is taught with simulations and comprehensive case studies, and possibly, real world projects for actual businesses.

   (2) NA

d) Impact on program
   (1) MAR 3550 will be required of all marketing majors.
   (2) NA

5. Implementation
   a) Faculty member(s) to whom the course may be assigned. This course will be taught by the tenured/tenure-track faculty in the marketing discipline, M. Boorom, T. Costello, N. Marlow or J. Wayland.
   b) There will be no additional costs to students.

6. Community College Transfer

Since this is a 3000 level course, a community college course will not be judged equivalent to this course

7. Date approved by the department or school: **December 5, 2005**

8. Date approved by the college curriculum committee: **February 27, 2006**

9. Date approved by CAA: **March 30, 2006**