

Marketing and innovation



Click the Classroom Walworth Videos link below, and then click The Pager link, to view a how-to video on how to use the Pager function within the classroom: Classroom Walworth Videos Link Course Introduction MAMBA 650, Marketing Management and Innovation Is a 6-credit seminar in the MBA Program. There are 10 weeks in the semester. There is no break in the semester. The Winter semester begins January 2 (Wednesday) and ends April 2, 2014. Weeks always begin on Wednesday and end on Tuesday midnight. The last date to withdraw is February 15, 2014.

Course Description Prerequisite: MAMBA 640. An exploration of the essentials of marketing management: setting marketing goals for an organization with consideration of internal resources and marketing opportunities. Planning and executing activities to meet these goals, and measuring progress toward their achievement. Focus is on the concept of innovation in business, including the introduction of new market offerings and the use of new technologies, strategies, and tactics for achieving marketing objectives.

An integrative approach combines discussions on theory of marketing management with industry analysis and practical implications. Assignments include the design and marketing of innovative products, analysis of the application of modern marketing strategies and tactics using examples from participants, organizations, and practicing a holistic approach to marketing management. Course Outcomes At the end of this course, students should be able to: 1 . Assess the role marketing plays in an organization's strategic planning. 2.

Analyze the concept of innovation and Its Implications for business development. 3. Analyze consumer needs and behavior and how they affect an organization's ability to deliver superior value to customers. 4. Identify the range of decisions marketing managers face In organizations and apply analytical and ethical decision making skills, tools and techniques within the marketing context. 5. Assess the new product development process in the context of an organization's strategic objectives. . Analyze the use of marketing information systems and innovative technologies in 7.

Demonstrate the use of segmentation, targeting and positioning strategies in a global environment. 8. Develop and analyze various aspects of the marketing mix – product, place, price and promotion – and design innovative strategies to develop and sustain an organization's market position. 9. Develop a marketing plan to guide an organization to a leading position in the market. 10. Demonstrate effective team management skills. Course Materials Details of the textbook prescribed for this course are as below:

Marketing Management

Author(s): Kettle, Philip & Keller, Kevin ISBN: 0-13-210292-7 ISBN-13: 978-0-13-210292-6 Edition / Copyright: 14TH Publisher: Pearson Graduate School's Read Me First Document Additional Readings/Materials A portion of the reading in this seminar is comprised of articles taken from a variety of professional and academic Journals. Most of the articles are available in the library database – Business Source Complete (B), which can be accessed through the COMIC library web page <http://www. Mums. Du/library/database/>

For your convenience the required articles are placed in the Reserved Readings section in your classroom and re marked OR (Reserved Readings) in the reserves, located in the Course Resources module under Content. The recommended readings can be accessed through Comic's library databases. You can use the Library Services Link under the Resources dropdown list at the top of your LEO Browser to access the databases directly. Harvard Business School cases should be purchased by students through online download from Harvard Business School Publishing website.

Online download done by individual students is less expensive than purchasing cases through the bookstore, and cases are available for instantaneous use. Instructions for purchasing and accessing the cases are posted as a discussion topic in the classroom. Grading Information and Criteria

Grading Criteria As a COMIC MBA Student, you are expected to:

1. Review and honor all COMIC, TAGS and MBA policies listed in the LEO classroom and syllabus;
2. Invest approximately 20 hours throughout the week in each 6-credit graduate seminar. For traditional onsite classes, the industry standard is 3 hours per credit per week plus the in-class meeting time.)
3. If enrolled in a hybrid section, participate in all onsite meetings and arrive on time, prepared with the assignments for that session. Late arrival and limited participation will affect your Participation grade, independent of the grade for the session's assignment activity.
4. Complete readings and research in advance of each week.
- 5.

In weeks when discussion contributions are required, post by the specified date or classroom. When there is no submission date indicated, post sufficiently early to allow you and others to develop a substantive scholarly

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discussion. 6. Consistently demonstrate professionalism in your interactions with peers and faculty. 7. Produce high-quality, original work that properly cites the words and ideas of others. 8. Uphold the integrity of your COMIC MBA degree by not popularizing or cheating. 9.

Accept feedback and suggestions with an open mind, taking time to reflect and then using what you have learned to further improve your performance in future assignments. 10. Notify your professor immediately if you confront a personal emergency that puts you at risk of submitting a late assignment.

11. Honor the principle that “ everything written or said within the classroom stays within the classroom. ” 12. Stay current on classroom announcements and postings by visiting the LEO classroom regularly.

Grading Distribution for Online and Hybrid sections:

Learning Assessment W = week Percentage of Total Grade Discussion

Activity (Individual): WI -5%, WWW-3 – 10%; WWW-6 -10%; WWW-9 – 35

Personal Application Assignments (Individual): WI W 5%, WWW, 9- 5% 15

New Product/Service Marketing Plan (Team; Semester long) 30 Two Case

Studies (Individual; 10% each; WWW, WWW) 20 Total 100 MBA Program

Grading Philosophy The benchmark grade for COMIC graduate courses is a “

B. ” If you complete each assignment at a level consistent with graduate

work, you can expect to earn a “ B. This does not mean you have to be an

expert on the subject matter, but you are expected to put in as much time

and effort as is necessary to demonstrate an acceptable level of

understanding. If you have questions about the subject matter, or if you

don't understand an assignment, don't hesitate to get in touch with your

faculty member. He or she is there to help you understand this material. You

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should let your faculty member know how to make your learning experience more rewarding.

If you want to increase your chances of earning an “ A,” you must pay close attention to the quality of your writing. Superior writing skills certainly can help you to earn a better grade. The degree to which you provide authoritative support in your discussion can also improve your chances of earning an “ A. ” You are expected to refer to the required readings to support your analysis in an assignment. In some cases you will be expected to conduct research and use relevant articles from scholarly Journals in the COMIC library’s electronic databases as additional sources of information.

An example of exceeding expectations is when you consistently take the initiative to seek out and reference such work to help make and strengthen your incorporate the readings and optional assignments from preceding weeks in the memoir, as well as reading from previous seminars, into your assignments. Early, frequent and substantive postings (above minimum requirements) during discussion activities is another way to improve your standing in the course. Following these suggestions can go a long way in helping you to earn an “ A. At the other end of the grade distribution, if you don’t take the time and effort to develop an acceptable level of understanding of the subject material, you could earn a “ C. ” If you don’t complete your assignments on time or if you don’t work cooperatively with your study team, you could also earn a “ C. With respect to team assignments, all team members will typically receive the same grade for an assignment, based on the final submitted team product.

However, a faculty member may adjust a person's individual grade for a specific team assignment downward based on the quality of her or his participation. All individual contributions to team assignments must be posted in the team's study group discussion, so the faculty member and FAA may review these contributions, if necessary, to assess the quality of individual participation. If you have any questions about the grade that you received please contact your faculty member. Your faculty member is here to help you understand the material, your grade and how you may improve your performance in this seminar.

MBA Due Date Extension/Late Penalty Policy Timely completion of all assignments is critical to student success in an accelerated graduate program such as the MBA. Each assignment in this program has a submission due date. Students should take these due dates seriously. It is highly recommended that each student review both the syllabus and the discussions thoroughly at the beginning of each course, in order to understand the nature and ignited of the work required-then plan in advance to allocate sufficient time to complete each assignment on or before the required due date.

Discussion Activity (includes PA assignments) A discussion is a time-delimited activity intended to promote active discussion of the course material among students, as well as productive engagement between students and faculty on the principles and practices being introduced in the course. As such, it is important that all required postings be made within the discussion timestamp: late postings undercut the usefulness of the

discussion design and are also unfair to those students who do actively participate within the prescribed time limits.

If a student is unable to make the required postings to a discussion due to an unexpected business, health, or personal emergency beyond the student's control, the student may request that the faculty member provide an alternative assignment. Such request should be made within one week of the missed discussion activity. The student must support this request with a compelling rationale, indicating why such an action is justified. Faculty have discretion to grant or deny a request for an alternative assignment. Should such a request be granted, the faculty member will determine a submission due date.

There will be no extensions of that due date. Failure to meet the due date will result in a zero for that week's discussion activity. All Assignments other than Discussion Activity an extension when a student is unable to meet a due date because of an unexpected business, health, or personal emergency beyond the student's control. For such an extension to be considered, a student must make an extension request before the assignment due date (unless this is physically impossible). The student must support his request with a compelling rationale, indicating why such an extension is justified.

If a faculty member grants an extension, he or she will set a new due date for submission of the assignment. There will be no extensions of the new due date. For late assignment submissions that have not been approved by the faculty member, and for assignments submitted after an extension due date, the penalty will be a five- point reduction in grade for each day that the

assignment is late. Faculty will not accept assignments that are twenty or more days late; such assignments will be assigned a grade of zero. Note that there will be no extensions for the assignments due the last week of class.

Note that faculty cannot grant extensions for individual contributions to team assignments, as established in the team's work plan. Those team established deadlines can only be extended with team agreement. Extra Credit and "Redoing" Assignments This is a very fast-paced seminar, and assignments are due every week. The syllabus is designed to build upon each week, and the assignments are chosen carefully to develop skills and build knowledge. It is important that you do a good job on all of the assignments and that you hand them in on time.

There is no "extra credit" granted to individuals in this seminar, and students will not be able to redo assignments. Original Work You are encouraged to refer and build upon previous coursework and optional materials offered in the MBA program. However, be sure to get approval from your current instructor to include previously submitted coursework before you submit the assignment for this seminar. You MUST request permission for each assignment in which you would like to include material that you developed for a previous assignment.

Resubmission of the coursework from previous classes (whether or not taken at COMIC), partially or in its entirety is unacceptable, unless prior approval is obtained from the instructor for the specific assignment. Using coursework, partially or in its entirety, from a previous course without explicit prior approval of your section professor will result in a grade of zero for the

assignment. Project Descriptions Before participating in the first discussion activity or completing your first assignment, please take a moment to review the information presented in the Academic Policies section of the LEO Syllabus.

In addition, students should review the Read Me First pages located in the LEO Course Content area. The main projects in this seminar are briefly described below. Check out the Course Content area of the classroom for details. Discussion Activity Class participation and interaction in the discussions each week is a central feature of this seminar's learning experience. Each discussion will be structured within the Main Topics that faculty consider to be the essence of the learning material for that will allow students lots of latitude to address marketing issues relevant and important to them.

Students are expected to actively participate throughout each week. Frequent and substantive posts are required to succeed in the discussion activities. The postings should be grounded in marketing theory from the text, readings and external academic and industry research. Please utilize both academic and industry sources, available through our Library databases and open Internet resources. The list of top marketing Journals and industry resources is posted in your classroom. Class interaction should reflect students' understanding of the learning material and its applications to real-world organizations and industries.

Personal Application Each week students create a Personal Application Post (PA) as a response to the PA topic posted each week from Week 1 through 9.

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Each PA is a short analysis on how the material learned each week applies to organization that you currently work in or are familiar with. To facilitate a holistic view at the end, please retain the same organization for discussion throughout the semester. The purpose of the exercise is to integrate the learning experiences each week and confirm the practical applications of what was learned to an organization with which you are familiar.

Students should also comment on classmates' PAS – such application of learned material enhances the overall learning experience. Individual weekly PA postings are graded after Week 3, Week 6 and Week 9. No PA is due in Week 10. PA posts are required every week (except in Week 10) – including Weeks 4 & 7 where discussion postings (besides the Case analysis paper) have been made optional. Non-posting of the PA response in any week will mean proportionate decrease in grades. Faculty may require students to compile their weekly PAS and submit as a single document prior to each PA grading event.

As in discussion postings retrospective postings of PAS is not normally allowed after the completion of the due date. Successful PA discussion activity will include your main post and thoughtful questions and dialogue with peers about their posts. You may explain how marketing theories learned each week do apply to your organization or you may also explain how they might apply-? in other words, feel free to make recommendations for improvement based on your learning in the class.

Marketing Plan for a New Product/Service This is a semester-long team project focused on developing a marketing plan for an innovative

product/service. Each team will come up with one innovative product/service and develop a comprehensive marketing plan, following the template provided. Each week your team is responsible for completing the sections of the marketing plan corresponding to the week's topics. Although individual team members may take on certain management and editing tasks in the Team Work Plan, all team members are collectively responsible for understanding and preparing materials for this assignment.

A copy of these instructions with marketing plan template and helpful links is posted in classroom under Course Content Peer Evaluations Peer evaluations for teams are administered at the end of the course, and will serve to alert faculty that assessment of individual team member contributions may be required (see Program Grading Philosophy “ With respect to team assignments”). Peer teammates with both a score and comment component. Evaluations are confidential and, while they do not take long to complete, they should be done with care and thought. Evaluations that are all one score and a cut/paste standard comment for each team member are discouraged). Case Studies Students analyze two cases using the information provided in the case and weekly class materials. Written case reports are individual assignments and should not exceed 8 pages. Executive summary and/or abstract are not required for case studies and the only citation used is the case itself. There is no need to conduct external search for these cases as all the required information is contained in the case(s). A copy of these instructions with some guidelines on case analysis is posted in the classroom under Course Content.

Additional Information Academic Policies The Graduate School's Academic Policies (GAS) GRADING GUIDELINES According to The Graduate School's grading policy, the following marks are used: A (90-100) = Excellent B (80-89) = Good C (70-79) = Below standards F (69 or below) = Failure FAN = Failure for nonattendance G = Grade pending P = Passing S = Satisfactory U = Unsatisfactory I = Incomplete AU = Audit W = Withdrew The grade of " B" represents the benchmark for The Graduate School. It indicates that the student has demonstrated competency in the subject matter of the course, e. . , has fulfilled all course requirements on time, has a clear grasp of the full range of course materials and concepts, and is able to present and apply these materials and concepts in clear, well-reasoned, well-organized, and grammatically correct responses, whether written or oral. Only students who fully meet this standard and, in addition, demonstrate exceptional comprehension and application of the course subject matter earn a grade of " A. Students who do not meet the benchmark standard of competency fall within the " C" range or lower.

They, in effect, have not met graduate level standards. Where this failure is substantial, they can earn an " F. " The " FAN" grade means a failure in the course because the student has ceased to attend and participate in course assignments and activities but has not officially withdrawn. ACADEMIC STANDARDS Graduate students are expected to maintain a 3. 0 or higher grade point average (GAP) at all times, with no grade of F. An assessment of academic standing is made of COMIC graduate-level graded coursework to make a determination of academic tanning as described in the policy below.

COMIC policy on academic levels of progress WITHDRAWAL Students who officially withdraw from a course receive a mark of W (Withdrawal). The grade of W will appear on the official transcript but will not be used in calculating the grade point average (GAP). Students must follow the withdrawal procedures as outlined in the catalog, schedule of classes, or Web site. Graduate students must officially withdraw before 65 percent of the class has expired. Specific deadlines are provided online at <http://www.Mums.Du/withdrawals>. Students who do not officially withdraw by the deadline receive the grade earned for the course.

Financial aid recipients should contact a financial aid advisor before withdrawing to determine if or how this will affect his or her financial aid.

WRITING STANDARDS Effective managers, leaders, and teachers are also effective communicators. Written communication is an important element of the total communication process. The Graduate School recognizes and expects exemplary writing to be the norm for course work. To this end, all papers, individual and group, must demonstrate graduate level writing and comply with the format requirements of the Publication Manual of the American Psychological Association, 6th Edition.

Careful attention should be given to spelling, punctuation, source citations, references, and the presentation of tables and figures. It is expected that all course work will be presented on time and error free. Assignment file format and names—Please upload written assignment in Microsoft Word saved with the following naming convention: `lasted_Firestone_assignments` POLICY ON ACADEMIC INTEGRITY AND PLAGIARISM COMIC policy on academic dishonesty and plagiarism Tutorial: COMIC offers the VAIL Tutor, a tutorial <https://assignbuster.com/marketing-and-innovation/>

covering academic integrity and strategies to help students avoid academic dishonesty and plagiarism.

Turning. Com: The University has a license agreement with Turning, an educational tool that helps prevent or identify plagiarism from Internet resources. Your instructor will use the service in this class by requiring you to submit essays, research papers, case study analyses, other written assignments, and multimedia text electronically to Turning. The Turning Originality Report will indicate the amount of original text in your work and whether material that you quoted, paraphrased, summarized, or used from another source is appropriately referenced.

Any work submitted to the Assignment Folder for grading will include your paper and also your Turning Originality Report which you will download as a PDF file from Turning. Nothing in this explanation limits faculty or faculty assistants from submitting student work directly to Turning. Additional Instructions for Turning access and use are posted in the Turning Discussion in the LEO classroom. When you submit all or part of your assignment to the Turning service, Turning will see if there is any match between your work and other material stored in Turning's database.

If you object to long-term storage of your work in the Turning database, you must let your instructor know no later than two weeks after the start of this class. You have three options regarding your assignment being stored in the Turning database. One, if you do nothing then your assignment will be stored in the Turning database for the duration of Comic's contract with Turning. Two, you can ask your instructor to have Turning store your assignment only

for the duration of the semester or term, then have your assignment deleted from the Turning database once the class is over.