



**KELCE**  
**COLLEGE OF BUSINESS**  
Pittsburg State University

Course Syllabus: Fall, 2022  
Applied Marketing Management, 680  
Room 203 Kelce  
MW: 11:00 a.m.- 12:15 p.m.  
Office Hours: By appointment.

**Instructor:** Mrs. Mary Judene Nance, MBA

**E-mail:** [mjnance@pittstate.edu](mailto:mjnance@pittstate.edu)

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**Textbook:** “Capon’s Marketing Framework,” 4<sup>th</sup> edition. Wessex Press.

**COURSE DESCRIPTION:** Broadly, this course will provide you with the ability to approach and solve problems from a marketer’s perspective. This is a capstone course: you will bring the knowledge and skills you have acquired from your other marketing courses and apply them to marketing problems.

*Description from the PSU Catalog:* Capstone course in marketing that focuses on application of marketing principles. Prerequisite: MKTG 330 Principles of Marketing, MKTG 510 Consumer Behavior and MKTG 520 Marketing Research.

**PREREQUISITE:** To enroll in this course, you must have **passed** Principles of Marketing (MKTG 330), Consumer Behavior (MKTG 510) and have passed or be enrolled in Marketing Research (MKTG 520). **Skills** you will need to succeed in this course include junior level and above writing skills; the **technological skills** required to use Canvas and other course management software (instructions will be provided when necessary); and the ability to use word processing, presentation, and spreadsheet software (Microsoft Office, for example).

**COURSE OBJECTIVES:**

**Goal 1:** Upon completion of this course, students will be able to successfully integrate and apply key marketing concepts.

- ◆ Learning Objective 1: Students will be able to explain key marketing concepts.
- ◆ Learning Objective 2: Students will be able to solve problems using marketing principles.
- ◆ Learning Objective 3: Students will be able to discuss marketing concepts professionally.

**Goal 2:** Upon completion of this course, students will be able to prepare for a career/job search.

- ◆ Learning Objective 1: Students will be able to prepare professional profile.
- ◆ Learning Objective 2: Students will be able complete professional development activities.

**Goal 3:** Upon completion of this course, students will be able to collaborate effectively.

- ◆ Learning Objective 1: Students will be able to plan team actions.
- ◆ Learning Objective 2: Students will be able to collectively prepare marketing actions.
- ◆ Learning Objective 3: Students will be able to professionally evaluate team and individual performance.



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**COURSE OUTLINE:**

Although we will try to stay close to this schedule, the topics may be changed at the discretion of the instructor:

**Week of August 22, 2022**

Aug. 22: Introduction.  
Aug. 24: What is Marketing?

**Week of August 29, 2022:**

Aug. 29: Chapter #1  
Aug. 31: Chapter #1 Presentation and quiz.

**Week of September 5, 2022:**

Sept. 5: No class. Labor Day Holiday  
Sept. 7: Marketing Myopia & Worksheet

**Week of September 12, 2022:**

Sept. 12: Chapter #2 Presentation  
Sept. 14: Chapter #2 Presentation & CLV Memo

**Week of September 19, 2022:**

Sept. 19: Client Presentation.  
Sept. 21: Teaming Exercise

**Week of September 26:**

Sept. 26: Chapter #23 Presentation and Client Proposal.  
Sept. 28: Chapter #3 Presentation; Team Name and Members.

**Week of October 3, 2022:**

Oct. 3: Chapter #4 Presentation and Branding Exercise  
Oct. 5: EXAM #1: Chapters 1-4 and 23.

**Week of October 10, 2022:**

Oct. 10: Presentation assignment.  
Oct. 12: Chapter #8 Presentation

**Week of October 17, 2022:**

Oct. 17: Workday (work on reports).  
Oct. 19: Workday (work on reports) and submit Progress Reports.

**Week of October 24, 2022:**

Oct. 24: Client visit.  
Oct. 26: Chapter #12 Presentation



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**Week of October 31, 2022**

Oct. 31: Workday (work on written reports and presentations).  
Nov. 2: Workday (work on written reports and presentations).

**Week of November 7, 2022**

Nov. 7: Chapter #13 Presentation.  
Nov. 9: Exam #2 over Chapters 8-10; 12 & 13.

**Week of November 14, 2022:**

Nov. 14: Chapter #15 Presentation  
Nov. 16: Chapter #16 Presentation

**Week of November 21, 2022**

No class. Fall/Thanksgiving Break

**Week of November 28, 2022:**

Nov. 28: Chapter #17 Presentation  
Nov. 30: Chapter #19 Presentation and Distribution Memo.

**Week of December 5, 2022:**

Dec. 5: Practice presentation.  
Dec. 7: Chapter #21 Presentation  
Dec. 8: Client Presentation & Celebration Dinner.

**Week of December 12, 2022:**

Exam #3 over Chapters 15-17, 19 and 21.

**TEACHING METHODS:** Pittsburg State University's motto is "By Doing, Learn", or experiential learning. We follow that tradition as this is a *scaffolded, problem-based learning* course. This means that you will be presented with fuzzy marketing problems and will develop solutions for those problems. The *scaffolded* part means that I will provide some structure and guidance as you approach these problems.

To solve these problems, you must have a working knowledge of key marketing concepts. You will refresh or gain this knowledge through readings and exercises drawn primarily from your textbook (note, there may be supplemental material I provide through Canvas). Your focus should in reading the textbook should be on these three questions:

- ◆ What is marketing?
- ◆ Who are our customers?
- ◆ How do we buy (create value for) our customers?



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**CLASS ATTENDANCE:** Learning in this class requires your presence on a regular basis (leaving early or arriving late may count as an absence). Because we will incorporate team projects in this course, your presence is necessary as your teammates depend on you. Students with poor attendance records should expect to see their final “participation” grade adjusted down.

Should attendance start to drop off, the professor reserves the right to give a “pop quiz” for extra credit to those in attendance that day.

**As part of the group project, you will be required to present to the client on Thursday and Thursday evening of dead week for our celebration. This is a required event.**

**Students with Disabilities**

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current Syllabus Supplement.

**Classroom Conduct**

I expect you behave as a professional whether working with clients, colleagues, or faculty (including me). This is an opportunity for you to develop and practice the habits necessary for a successful career.

*Concealed Carry*

In this class, students will be asked on a regular basis to participate in activities, such as engaging in group work. Be aware that if you conceal carry, these activities may require you to be separate from your bag. Students have to keep their weapons in their control at all times. A student is not in control of their weapon if they leave it in a backpack and put the backpack across the room.

Students are encouraged to read the weapons policy (<http://pittstate.edu/weaponspolicy/>) to ensure they understand the requirements related to concealed carry.

*Preparation*

You are responsible for reading the textbook’s assigned chapters – I will rarely lecture. For many of the chapters assigned you will prepare a PowerPoint presentation (and submit online) about issues/topics from the chapter. More information is available in Canvas.

*Electronic Devices*

I expect you to be fully engaged when we meet. Thus, unless otherwise specified, **NO** electronic devices are to be used in class—no laptops, tablets, or phones. I will ask you publicly to turn them off. If I have to repeatedly do so, you will lose points. I particularly abhor texting during class. If you insist upon disregarding this policy, I will do one of the following: fail you on the final exam, drop your final course grade by at least one letter grade, or drop you from the class.



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**Course Evaluation Methods**

**Written Assignments/Homework:** There are several homework exercises that I will ask you to complete throughout the course. You will be able to access most of these through links in Canvas. Exercises are due by the assigned date and time, and it is your responsibility to see that they are submitted on time. Assignments submitted one day late (i.e., the calendar date after the due date) may be accepted for half credit. Otherwise, late assignments will receive no credit.

All homework must be typed and professional in appearance.

The instructor has a mailbox in room 110. Students may, if necessary, turn homework in to the mailbox. However, students **must** obtain a departmental stamp from the office workers in room 110 that specifies the time and date in which the homework was turned in. If the homework in the mailbox does not have a departmental stamp, no credit will be given for the assignment. It is the responsibility of the student, not Kelce staff members, to ensure that the stamp is received

**Project:** The term project will guide the student through various aspects of developing a formal business presentation. This will be a group project. Team members will evaluate each other on their contribution to the project.

**Material Required:** For this course, you will need a #2 pencil and a Scantron answer sheet (Form No. 882-ES) for each exam.

**Exams:** Three (3) examinations worth 100 points each. Exams will consist of multiple-choice and true/false questions, and will cover both lecture material, assigned textbook material, and any handouts. I will try to follow the exam schedule (for the in-class exams) indicated on this syllabus as much as possible. Occasionally, test dates may be changed. These changes will be announced in class. Permission to miss or delay an exam must be obtained prior to exam period. You must e-mail me with your request and reason and I will respond back to you via e-mail. Ten (10) points will be deducted from the score of the make-up exam if permission is not gained beforehand. Only one (1) make-up exam, per student, will be allowed for the semester (only applicable to the in-class exams).

**Quizzes:** Quizzes will be given randomly throughout the semester over materials discussed in class. Most quizzes will be worth 10 points each. These quizzes will be announced one class period in advance. There will not be any make up dates for quizzes.

**Grading Procedure:** A total of 866 points is possible. Your grade will be based upon the following: 90% - 100% = A; 80% - 89% = B; 70% - 79% = C; 60% - 69% = D; below 60% = F.



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Homework	85 points
Exams	300 points
Chap. Presentations	140 points
Group Project	221 points
Quizzes	90 points
Peer Evaluation	<u>30 points</u>
	866 Points Possible

**Note:**

The instructor reserves the right to amend and to reorganize this syllabus at any time.



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**Academic Integrity**

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.



## **POLICY AGREEMENT**

### **Academic Integrity Policy**

I have read and understand all policies and procedures outlined in the syllabus for Applied Marketing Management, Fall 2022. I assert that ALL work I submit in this course will be MY work, and that examinations will be taken by me and me alone. I agree to abide by the policies of Pittsburg State University and Mrs. Nance in regards to academic integrity for this course:

Any effort to gain an advantage not given to all students is **DISHONEST *regardless of the success or failure of the effort.*** Following University guidelines in response to academic dishonesty, I will reward dishonesty with an F for the work, an F for the semester, or an XF (indicating academic dishonesty on a transcript) for the semester.

Examples of academic dishonesty include (but are not limited to): collaborating on examinations, plagiarism (includes cutting and pasting from multiple websites or publications without properly citing the source), and free-riding on group projects.

### **Attendance Policy**

I have read and understand the policy statement. I also understand that our class celebration dinner is **a required** event and will occur during Dead Week.

\_\_\_\_\_  
(Signature of Student)

\_\_\_\_\_  
Date

**You may signify agreement with and acceptance of these policies by signing, dating and loading on the appropriate Canvas assignment dropbox. Failure to do so will result in you being dropped from the course.**





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