

North Central Michigan College

NCMC MASTER COURSE SYLLABUS FOR YEARS 2001-2003

DIVISION/AREA: Business and Technology

DEPARTMENT: Business

DIVISION DIRECTOR: Robert J. Marsh, Ph.D., P.E.

ORIGINATOR: Chet Jessick, MBA

DEAN OF INSTRUCTION: Timothy Dykstra, Ph.D.

TOTAL HOURS OF INSTRUCTION: 3 LECTURE: 3 LAB: 0 TOTAL CONTACT HOURS: 52.8

COURSE NUMBER: M 220

CREDIT HOURS: 3

COURSE TITLE: Marketing and Management Strategy

TRANSFERABLE YES: NO: TO:

PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: B 200 and M 200 and nine (9) additional hours of accounting, business, marketing, management, or economics.

CATALOG DESCRIPTION:

M 220 is a case study-oriented application and expansion of the principles covered in Introduction to Marketing (M 200) and Principles of Management (B 200). You will be involved with topics related to the management of the marketing function: strategic and tactical planning, execution scenarios, and decision-making regarding product, price, promotion, and channels of distribution. Team projects and individual performance are the focus of this course.

GENERAL EDUCATION OUTCOMES:

- Think critically and analytically
- Write and speak effectively
- Independently acquire knowledge
- Select and use mathematical tools for problem solving and decision making

COURSE OBJECTIVES & OUTCOMES:

At the successful completion of this course, you will be able to:

1. develop accepted approaches and tools for marketing problem and case analysis.
2. analyze tactical and strategic cases, and develop plausible recommendations for those cases.
3. gain confidence by creating original marketing plans in the supportive atmosphere of our "classroom consulting firms."
4. work to your full potential for your team.
5. understand the importance of deadlines and meet them.

METHODS OF INSTRUCTION:

Case Study Method
Written Case Study Analysis
Oral Delivery of Case

METHODS OF EVALUATION:

Case Studies -- Teams*15%
Case Presentation*
Cooperative Effort*

Case Studies – Individual 85%
Case Preparation
Case Execution
Class Participation

* Group grade

REQUIRED TEXTS:

Peter and Donnelly, Marketing Management, Sixth Edition, 2001, Irwin, Homewood, IL.

OPTIONAL SUPPLEMENTARY MATERIALS:

The Wall Street Journal, Dunn and Bradstreet, Hoover's Handbook,

The Library/Media Center has many databases (web-ebSCOHost as an example-and nonweb-based) available at little or no cost. Please become familiar with this service as it will significantly reduce the amount of time you will spend to acquire the necessary data for comprehensive case analysis and marketing plan development.

Any article, journal or review you find that relates to this class.

Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

Two to Five Case studies, depending on the time required to analyze a particular case. An example follows:

Week	Topic
1	Course introduction Introduction to Case 1
2	Case 1
3	Case 1
4	Case 1 due date Introduce Case 2
5	Case 2
6	Case 2
7	Case 2
8	Case 2 due Introduce Case 3
9	Case 3
10	Case 3
11	Case 3
12	Break (spring or Thanksgiving)
13	Case 3 review
14	Case 3
15	Case 3
16	Case 3 due

APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON 9/25/02