

# MARKETING ADMINISTRATION

## MARK 6A61

### Spring 2021

**INSTRUCTOR:** Dr. Alan. D. Lish  
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**TIME:** Section 19189, ASYNCHRONOUS ONLINE ONLY  
March 22-May 13, 2021

**OFFICE:** CBB Rm 528C  
**OFFICE HOURS:** Online only by appointment (via Zoom)

#### Course Description

This FULLY ASYNCHRONOUS ONLINE course provides the MBA candidate with an overview of marketing and marketing administration, including market segmentation, targeting, positioning and the marketing mix. It covers the fundamental building blocks of marketing, and how those fit together in order to create a comprehensive and effective marketing strategy.

- The course covers the frameworks of marketing strategy, including:
- how to create customer value,
- an introduction to consumer behavior
- the elements of pricing
- choosing and managing channel development
- the concepts of market segmentation and targeting.

The course's goal is to prepare MBA students for making critical strategic market decisions in today's business environment, and understanding the ramifications of marketing on finance, accounting, and human resources.

#### Course Objectives

Develop a comprehensive understanding of the components of marketing strategy and provide a solid foundation for understanding the marketing mix.

Objectives include:

- Learn the framework of marketing strategy formation
- Learn how business can create value for their customers
- Learn how market research drives decisions and opportunities
- Understand how to segment and target potential customers
- Understand the process of developing products that meet market needs
- Learn how various pricing strategies are evolved
- Learn how to develop and manage distribution channels
- Learn about marketing communications and their role in the process

In addition, the Bauer College of Business sets the following learning goals for all MBA level classes:

- **Communication:** Students will demonstrate effective *written* and *oral* communication skills through class discussion and assignment submissions (although this online class has no “oral” component).
- **Cross Disciplinary Competence:** Students will demonstrate ability to integrate different functional areas in solving business problems using concepts and tools from previous marketing and management courses in the simulation.
- **Critical Thinking:** Students will demonstrate ability to analyze business situations and recommend appropriate actions in the online simulation.
- **Ethical Reasoning:** Students will demonstrate ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action by demonstrating this ability in class discussions.

Here is some helpful information about how we will run our classes:

***Class participation is required.*** Online classes are *student-driven* (as opposed to face-to-face classes, which are *instructor-driven*). You may be asked to engage in online discussions with classmates or others. This is where the learning originates in an online class, so participate!

***Keep up with the schedule.*** You can't participate if you haven't done the readings.

***Ask questions regularly.*** There will be other students wondering the same thing and you will help keep the class focused.

### **Required materials:**

There is a Harvard Business Publishing course pack which contains articles for the course, cases, and other materials. Because this is a short course, please purchase the packet PRIOR to the start of class and review it prior to the first day of class. It is available at: <https://hbsp.harvard.edu/import/793843>

### **Blackboard:**

This course makes extensive use of Blackboard. *All communications, grades, assignments, power points, discussions and other important information are disseminated using Blackboard.* If you are not familiar with Blackboard, you should make sure you become familiar with it. Ignorance of how to use, access, or navigate around Blackboard is not an excuse for missed assignments or work.

The University has several ways that you can become familiar with Blackboard if you need assistance. Please check online at [www.uh.edu/blackboard/](http://www.uh.edu/blackboard/) for details.

**Grading:** Final grades will be determined as follows:

<b>Component</b>	<b>Percentage</b>	<b>Additional Information</b>
Weekly quiz	20%	Online weekly quizzes, one for schedule week on the assigned reading
Written assignments	20%	Written case assignments
Participation	20%	Discussions, weekly review questions, possible online discussion thread posts, weekly blogs and other assignments
Simulation exercise	10%	Group grade on simulation exercise
Final exam	30%	Final
<b>TOTAL</b>	<b>100%</b>	

<b>Total Percentage Earned</b>	<b>Grade</b>		
93% -100%	A	73 - 76	C
90 - 92	A-minus	70 - 72	C-minus
87 - 89	B-plus	67 - 69	D-plus
83 - 86	B	63 - 66	D
80 - 82	B-minus	60 - 62	D-minus
77 - 79	C-plus	<59	F

**Class participation**

You are expected to participate in this class, including all online activities.

**Late Work**

Late assignments, either individual or team, are penalized 10% per day that they are late.

**Unprofessional communication**

Please act with courtesy and respect. There is absolutely no justification for vulgar, rude, impertinent, and demeaning communication directed towards team members, instructors, or administrative staff. Keep your communications professional and businesslike. ***Please, NO bulk emails on Blackboard.***

*Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: [http://www.uh.edu/dos/resources/disp\\_policies.php](http://www.uh.edu/dos/resources/disp_policies.php)*

### **Unprofessional conduct**

Act professionally. There is no justification for threatening team members, instructors, or administrative staff or exhibiting disruptive behavior (e.g., slamming books on a table, screaming, etc.). Such conduct may have legal implications. Physical violence and threats of physical violence should be reported to the University Police. If you have disagreements with team members, please exercise good judgment and be courteous and respectful at all times.

*Some acts are defined by the university to be unacceptable. See Student Disciplinary Policies and Procedures: <http://www.uh.edu/dos/policies.html>*

### **Academic Honesty**

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, [http://www.uh.edu/provost/policies/uhhonesty\\_policy.html](http://www.uh.edu/provost/policies/uhhonesty_policy.html). *Students are expected to be familiar with this policy.*

### **Accommodations for Students with Disabilities**

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

### **Other Information:**

This syllabus and accompanying class schedule are subject to change. Changes and/or additions will be announced on the Blackboard. ***The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related policies as circumstances so dictate.*** Students are always expected to adhere to all applicable University, College, and departmental policies and regulations.

### **Copyright and recordings:**

All lectures, discussions, power points and other materials contained within this course shell or made available through the course are the copyrighted materials of either the instructor, or other providers with their own copyright marks. This material is for your personal use as a student, only. All rights reserved.

***Permission to record any interaction, lecture, or other discussions is expressly denied by the instructor.***

## **Required additional language follows, by order of the Office of the Provost:**

### Excused Absence Policy (required for all courses)

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

### Recording of Class (required for all courses)

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Center for Students with DisABILITIES](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

### Syllabus Changes (required for all courses)

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through (*specify how students will be notified of changes*).

## **Recommended Language**

### Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Blackboard; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact [UHOnline@uh.edu](mailto:UHOnline@uh.edu).

### UH Email

Email communications related to this course will be sent to your [Exchange email account](#) which each University of Houston student receives. The Exchange mail server can be accessed via

Outlook, which provides a single location for organizing and managing day-to-day information, from email and calendars to contacts and task lists. Exchange email accounts can be accessed by logging into Office 365 with your CougarNet credentials or through Access UH. They can also be configured on [iOS](#) and [Android](#) mobile devices. Additional assistance can be found at the [Get Help](#) page.

### Webcams

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on (*state when webcams are required to be on and the academic basis for requiring them to be on*). (Example: Webcams must be turned on during exams to ensure the academic integrity of exam administration.)

### Honor Code Statement

Students may be asked to sign an honor code statement as part of their submission of any graded work including but not limited to projects, quizzes, and exams: *"I understand and agree to abide by the provisions in the (select: [University of Houston Undergraduate Academic Honesty Policy](#), [University of Houston Graduate Academic Honesty Policy](#)). I understand that academic honesty is taken very seriously and, in the cases of violations, penalties may include suspension or expulsion from the University of Houston."*

**Asynchronous Online Courses (or asynchronous exam in another course format):** This course is taught Asynchronously, which means there is no designated day or time assigned to the course (although optional synchronous sessions are possible, such as virtual office hours or discussion groups). Asynchronous instruction generally involves accessing content, such as recorded video lectures, readings, discussion prompts, assignments, and assessments during a flexible time frame, with due dates as specified. This course will have a final exam at the course conclusion. The exam will be asynchronous, and the date and time that it will be released and due will be announced during the course. Prior to the exam, descriptive information, such as the number and types of exam questions, resources and collaborations that are allowed and disallowed in the process of completing the exam, and procedures to follow if connectivity or other resource obstacles are encountered during the exam period, may be provided.

### **Helpful Information**

**COVID-19 Updates:** <https://uh.edu/covid-19/>

**Coogs Care:** <https://www.uh.edu/dsaes/coogscare/>

**Laptop Checkout Requests:** <https://www.uh.edu/infotech/about/planning/off-campus/index.php#do-you-need-a-laptop>

**Health FAQs:** <https://uh.edu/covid-19/faq/health-wellness-prevention-faqs/>

**Student Health Center:** <https://uh.edu/class/english/lcc/current-students/student-health-center/index.php>

## MARK 6A61 Spring 2021 Class Schedule

<b>Week</b>	<b>Topic (HBP Packet)</b>	<b>Assignment</b>
#1: Mon, March 22	Framework for marketing strategy formation	Week 1 quiz (due Sunday by end of day)
#2: Monday, March 29	Creating customer value	Week 2 quiz
#3: Monday, April 5	Segmentation and targeting	Week 3 quiz Case #1 due by 4/5, eod
#4: Monday, April 12	Marketing Intelligence	Week 4 quiz
#5: Monday, April 19	Product policy	Week 5 quiz Team Simulation due by 4/25
#6: Monday, April 26	Developing and managing channels of distribution/ Marketing Communications	Week 6 quiz
#7: Monday, May 3	Pricing strategy	Week 7 quiz Case #2 due by 5/9, eod
#8: Mon, May 10-12	<b>Competency Poll</b> <b>Final Exam</b>	<b>Competency Poll</b> <b>Final Exam (available from 5/4-5/6)</b>