

REQUEST FOR NEW COURSE

1. General Information.

- a. Submitted by the College of: Business and Economics Today's Date: 1/15/2010
- b. Department/Division: MBA
- c. Contact person name: Mary Lee Kerr Email: mkerr2@uky.edu Phone: 7-1924
- d. Requested Effective Date: Semester following approval OR Specific Term/Year¹: Fall 2010

2. Designation and Description of Proposed Course.

- a. Prefix and Number: MBA 607
- b. Full Title: Marketing
- c. Transcript Title (if full title is more than 40 characters): Marketing
- d. To be Cross-Listed² with (Prefix and Number): No

e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.

14 Lecture _____ Laboratory¹ _____ Recitation _____ Discussion _____ Indep. Study

_____ Clinical _____ Colloquium _____ Practicum _____ Research _____ Residency

_____ Seminar _____ Studio _____ Other – Please explain: _____

- f. Identify a grading system: Letter (A, B, C, etc.) Pass/Fail
- g. Number of credits: 1
- h. Is this course repeatable for additional credit? YES NO
- If YES: Maximum number of credit hours: _____
- If YES: Will this course allow multiple registrations during the same semester? YES NO

i. Course Description for Bulletin: An immersive course introducing students to the role of marketing within the firm and overviews the components of a marketing plan. Open only to One Year MBA students.

¹ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

² The chair of the cross-listing department must sign off on the Signature Routing Log.

³ In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from *SR 5.2.1*)

REQUEST FOR NEW COURSE

j. Prerequisites, if any: MBA 600, 601 and 602

k. Will this course also be offered through Distance Learning? YES⁴ NO

l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both

3. Will this course be taught off campus? YES NO

4. Frequency of Course Offering.

a. Course will be offered (check all that apply): Fall Spring Summer

b. Will the course be offered every year? YES NO
If NO, explain: _____

5. Are facilities and personnel necessary for the proposed new course available? YES NO
If NO, explain: _____

6. What enrollment (per section per semester) may reasonably be expected? 40 per section (total 80)

7. Anticipated Student Demand.

a. Will this course serve students primarily within the degree program? YES NO

b. Will it be of interest to a significant number of students outside the degree pgm? YES NO
If YES, explain: _____

8. Check the category most applicable to this course:

Traditional – Offered in Corresponding Departments at Universities Elsewhere

Relatively New – Now Being Widely Established

Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program? YES NO
If YES, name the proposed new program: _____

b. Will this course be a new requirement⁵ for ANY program? YES NO
If YES⁵, list affected programs: _____

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500? YES NO
If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in **10.b.** You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See *SR 3.1.4.*)

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached.

⁴ You must *also* submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

⁵ In order to change a program, a program change form must also be submitted.

REQUEST FOR NEW COURSE

Signature Routing Log

General Information:

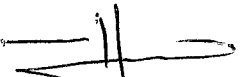
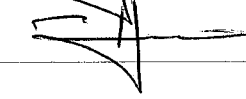
Course Prefix and Number: MBA 607

Proposal Contact Person Name: Mary Lee Kerr Phone: 7-1924 Email: mkerr2@uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
MBA Policy Committee (Gatton College)	11/24/2009	Merl Hackbart / 7-1627 / mhackbart@uky.edu	
Gatton College Faculty	2/5/2010	Merl Hackbart / 7-1627 / mhackbart@uky.edu	
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		/ /	
		/ /	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision ⁶
Undergraduate Council			
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

⁶ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

**UNIVERSITY OF KENTUCKY
GATTON COLLEGE OF BUSINESS & ECONOMICS**

COURSE: Business Functions and Processes -- Marketing (MBA 607)

TEXT (Optional): *Marketing Strategy, 4/e (paperback), O.C. Ferrell and Michael D. Hartline (ISBN #0-324-36272-2)*

READINGS: Available at Johnny Print

PROFESSOR: David Hardesty, Ph.D. (david.hardesty@uky.edu)
Office: 455Q Gatton College of Business & Economics
Office Phone: 859-257-9419

OFFICE HOURS: Office hours are by appointment. If you need to speak with me and cannot find me, leave a message at my office.

COURSE DESCRIPTION:

This course introduces students to the role of marketing within the firm and overviews the components of a marketing plan. Topics such as the marketing concept, segmentation, targeting, positioning, product strategy, pricing strategy, distribution strategy, and promotion strategy are emphasized. Theories of behavior drawn from consumer research, psychology, economics, and other social sciences provide the necessary foundation for understanding marketing strategy. The format of class will be lecture, class exercises, and case discussion. Class requirements include reading the cases and assigned readings before coming to class and completing the required writing assignments.

ATTENDANCE:

You are expected to attend all classes. Exam questions will be based on material covered in class.

ACADEMIC HONESTY:

The Honor Code is in effect.

GRADING:

Exam	100 Points
Case Writing Assignments	150 Points
Total	250 Points

The grading policy for this course limits the percent of "As" earned to no more than 50%. A grade of "C" will be given for students whose cumulate score in the course is more than two

standard deviations below the median class score. A “D” will be given for any grade below 70% and an “E” for any grade below 60%.

EXAM:

The exam is an in-class closed-notes exam.

READINGS:

- 1) For those who are reading along with the textbook, it is recommended that students read chapters 2, and 4-11.
- 2) Students are required to read and critically evaluate and write up four cases. The assignments are entitled “Cialis” (**Due Friday, August 15th**), “Pricing and the Psychology of Consumption” (**Due Tuesday, August 19th**), “Webvan” (**Due Tuesday, August 26th**), “An Anchoring and Adjustment Model of Purchase Quantity Decisions,” (**Due Thursday, August 28th**). The case summaries are worth 150 points (25 points each for Pricing and the Psychology of Consumption and An Anchoring and Adjustment Model of Purchase Quantity Decisions; 50 points each for Cialis and Webvan). One summary will be turned in by each group for each writing assignment. These readings cover material related to segmentation and targeting, the psychology of pricing and consumption, and distribution and pricing strategies. *Each summary should be no longer than three-pages, double-spaced, 12-point times new roman font and should consist of the following unless otherwise noted:*
 - A summary statement of the major findings from the research
 - An analysis of the marketing principles described and tested
 - Managerial conclusions regarding the applicability of the findings and theoretical concepts

Grading of Case Summaries: The evaluation of case summaries is competitive, i.e., your summary will be graded in comparison to the output of your peers.

Group Peer Evaluations: Each student’s grade will be weighted by peer evaluations from the other group members. Each group member will assess the contribution of other group members separately for each case summary. These evaluations will be confidential and will provide an opportunity for you to identify any group members who did not contribute at the same level as others within the group.

GENERAL ADVICE:

- 1) **READ** material to be covered, before class so that class discussion will be insightful.
- 2) **ATTEND** each class. **ARRIVE** on time. **TAKE NOTES**. **REVIEW** class notes.
- 3) **ASK** questions if you do not understand.
- 4) **TRY** all assignments. If you have difficulty doing the assignment, come see me.

TENTATIVE COURSE SCHEDULE

- Session 1 (August 17): INTRODUCTION, Opening Survey, Overview of Marketing, Situation Analysis, SWOT Analysis, Marketing Goals and Objectives, and Overview of Cialis Case
Readings: Chapters 2, 4, 5, and 6
- Session 2 (August 18): Expected Utility Theory and Prospect Theory, Product Strategy, Framing, Attraction, and Compromise Effects, Asymmetric Dominance, Case Discussion for Cialis case, and Overview of Pricing and the Psychology of Consumption
Readings: Chapter 7 and Cialis Case
Assignment: Cialis Case Write-Up (50 POINTS)
- Session 3 (August 19): Pricing Strategy, Case Discussion for “Pricing and the Psychology of Consumption,” Component vs. Bundle Pricing, Pricing Tactics
Readings: Chapter 8, Pricing and the Psychology of Consumption
Assignment: Pricing & the Psychology of Consumption Write-Up (25 POINTS)
- Session 4 (August 20): Distribution Strategy, Promotion Strategy, and Overview of Webvan.
Readings: Chapters 9, 10, and 11
- Session 5 (August 21): Case Discussion for “Webvan: Groceries on the Internet,” Model of Consumer Behavior, High-Effort Consumer Decision-Making, Decision-Making Rules, and Overview of “An Anchoring and Adjustment Model of Purchase Quantity Decisions.”
Readings: Webvan: Groceries on the Internet
Assignment: Webvan: Groceries on the Internet Write-Up (50 POINTS)
- Session 6 (August 25): Low-effort Consumer Decision-Making and Discussion of “An Anchoring and Adjustment Model of Purchase Quantity Decisions.”
Readings: An Anchoring and Adjustment Model of Purchase Quantity Decisions
Assignment: An Anchoring and Adjustment Model of Purchase Quantity Decisions Write-Up (25 POINTS)
- Session 7 (August 27): **Exam (100 POINTS)**