



Cedar Crest College

MRK 290-00 FALL 09

Instructor: Arlene Peltola

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Office location: Curtis Hall 220

610 606 4666 x3753

Office hours: Wednesday 1-3 pm and by appointment

Required: All that you have learned in your brain. ALL of it... and your imagination

ISBN # YOU

Publisher: YOU

Required Literature: Read everything and listen to everything around you. Talk with me anytime.

Course Description: A 1-credit interdisciplinary approach highlighting the importance of integrating education with experience. The student will develop an understanding of marketing and marketing strategy including; the importance of the mission statement, tools to complete an external and internal environmental scan, competitive and customer level strategies, developing a competitive advantage and the components of a results- focused marketing plan. Each student team will work with a specific entity on campus or off to create a strategy or solve a problem provided. The teams will have a specific timeline to achieve desired results.

Objectives: The overall goal is to maximize the student's opportunity for professional development. Specific objectives are:

- Build leadership, teamwork and networking skills
- Experience the role of a professional consultant who assists organizations to identify and address business issues, problems and solutions
- Work with an assigned Cedar Crest function to describe its purpose and to plan out its future with an eye toward core competency and competitive advantage, all within a concise marketing plan
- Develop various strategic scenarios to achieve future results
- Collaborate as a team utilizing functional advisors and other internal and external resources to plan for success of the assigned function
- Gain practical knowledge in the diagnosis of problems, the problem solving process and the analysis of results

Methods: Small group meetings, individual research, campus and off campus networking. Presentation of the final Marketing Plan to the functional group department head or "client". Publication of the plan and its results on the Practicum web site.

Attendance: Attendance at agreed upon meetings is critical to your success in this course. Students are expected to attend and fully participate in the assignment until completion.

Honor Philosophy

"The Cedar Crest Honor Philosophy states that students uphold community standards for academic and social behavior in order to preserve a learning environment dedicated to personal and academic excellence. Individuals who accept the honor of membership in the Cedar Crest College community of

scholars pledge to accept responsibility for their actions and the effect their actions may have on other members of the College Community.” (Cedar Crest College Catalog, p 28)

Academic Dishonesty

Whether “deliberate or accidental, academic dishonesty is a serious academic offense and a violation of the spirit of the Cedar Crest Honor Code.” (Cedar Crest College Catalog, p 28) Plagiarism will not be tolerated. It will result in a zero for the assignment and a report to the Provost.

Students with Documented Disabilities

Students with documented disabilities who may need academic accommodations should discuss these needs with the professor during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

Evaluation: Grades will be determined based on the following:

Grade Distribution	
Discussion Preparedness/Caliber of Contribution*	20%
Analysis of the Functional Assignment	15%
List of marketing strategies to achieve results	10%
Writing the Marketing Plan	20%
Presentation of the Marketing Plan/Results	25%
Client Feedback	10%

*Details on Discussion Preparedness appear below the Class Schedule

**All plans to date are posted in doc sharing of the e-college site.

Grade Assignment

93%- 100%+	A
90%-92%	A-
87%- 89%	B+
83%-86%	B
80%-82%	B-
77%-79%	C+
73%-76%	C
70%-72%	C-
67%-69%	D+
60%- 66%	D
Below 60%	F

Assignments: Each team will complete one marketing plan or handle one off or on campus initiative. A timeline for your project is due to the Professor by February 19, 2009. Regular progress update notes published to the Professor and team mates are required. Notes are required monthly on the 15th of each month.

Class Schedule Regular meeting dates will be established by each team and their functional group. Meetings with the Professor are mandatory at least three times during the semester.

Discussion Preparedness

Grade	Criteria
A	2 Demonstrates excellent preparation; shows evidence of having identified, analyzed, and

	<p>responded to the key issues raised in the meetings.</p> <ul style="list-style-type: none"> ☐ Volunteers contributions to discussions which reflect a systematic effort to utilize the ideas, interpretations and information garnered from the functional department and other campus experts, consistently raises ideas and questions that go beyond those already addressed. ☐ Demonstrates an active level of engagement.
B	<ul style="list-style-type: none"> ☐ Demonstrates good preparation; shows evidence of having identified and analyzed the key issues raised in the meetings. ☐ Volunteers contributions to discussions which reflect a systematic effort to draw upon and apply the ideas, interpretations, and information presented. ☐ Demonstrates a conscientious level of engagement.
C	<ul style="list-style-type: none"> ☐ Demonstrates adequate preparation; shows familiarity with the key issues raised in the meetings. ☐ Typically does not volunteer contributions to discussions, but will contribute when called upon; contributions do not consistently draw upon or reference the ideas, interpretations and information presented. ☐ Demonstrates a sporadic level of engagement.
D	<ul style="list-style-type: none"> ☐ Demonstrates minimal preparation; shows familiarity with few of the key issues raised in the meetings. ☐ Does not volunteer contributions to discussion and has little to say when called on; contributions do not reference the ideas, interpretations or information presented in the readings. ☐ Demonstrates a superficial level of engagement.
F	<ul style="list-style-type: none"> ☐ Demonstrates little preparation; shows no evidence of having attended meetings ☐ Does not volunteer contributions to discussion, does not respond when called on. ☐ Demonstrates virtually no level of engagement, frequently absent from meetings.

The plans will be graded on the following factors

- The level of analysis apparent
- Use and depth of research
- Ability to relate strategic theory to your functions real situation
- Incorporation of current events, competitive events and business issues into the plan
- Clarity of “Competitive Advantage”
- Quality and feasibility of recommendations
- Evidence of group cohesiveness
- Ability to communicate clearly
- Client Feedback

Presentation

Each team will present the final Marketing Plan to the functional group, department head and client. Presentations should be 30- 45 minutes in length. The presentation should conclude with the team making a persuasive argument for implementing their recommendations. Presentations should be scheduled by the student team no later than the last day of class of the semester.

