Aline V. Christiansen

Class Time: M/W 8:00 – 9:50 AM - EBA 439  
M/W 10:00 – 11:50 AM - EBA 439

Office: EBA 337D

Office Hours: M/W 7:30 – 8:00 AM @ EBA 439  
12:00 – 12:30 PM @ EBA 337D 
or by Appointment

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Phone: (858) 361-1889

Hard Cover or On-Line version. Both available at the book store.

Requirements: Completion of Marketing 371 and Marketing 470 with an average “C” between the two courses.

One of the key driving forces in any organization is its marketing department. It not only helps set the course for the direction of the company, it interacts with all the various departments to guide and pave the path to accomplish the company objectives.

You have indeed chosen a fun and interesting profession. A marketing professional faces many challenges and opportunities for growth and personal fulfillment. Congratulations on your career choice and for making it to the final capstone course – Marketing 479!

As you embark on your career path either to gain further educational training in marketing, start your own business, or to acquire a marketing position with an organization, I hope that this course will make this transition a smooth one and prepare you for your next challenge in your life.

SDSU Business School Program Goals

BSBA students will graduate being:

- Effective Communicators
- Critical Thinkers
- Able to Analyze Ethical Problems
- Global in their perspective
- Knowledgeable about the essentials of business


**Student Learning Outcomes**

At the end of the course students should be able to:

- Discuss the goals of marketing strategy as they pertain to strengthening brands.
- Identify strategic issues and alternative approaches to addressing these issues
- Analyze how marketing decisions are influenced by forces in the external environment.
- Identify the core competencies and weaknesses of firms in the context of the strategic issue.
- Evaluate alternative solutions to marketing problems.
- Recommend marketing strategies that align forces in the external environment with the core competencies of the firm.

**Course Content**

**Marketing Subjects**

Lectures and class discussions will cover various marketing/business topics throughout the semester. Students should prepare by reviewing assigned topics and chapters in the textbook.

- Purpose: Review important business and marketing topics and how they are applied in organizations

**Case Discussion**

We will analyze and discuss 6 cases derived from our textbook. A case discussion handout will be provided to help students prepare for the case prior to class. Students should read the assigned cases and come to class prepared to discuss and analyze the case in depth both quantitatively and qualitatively. Students are expected to participate in the discussion and will be graded according to their participation and insight.

- Purpose: Analyze real-life business situations strategically and apply business and marketing concepts

**Current Issues Analysis/Discussion**

Throughout the semester pairs of students will select a current marketing/business topic, or an industry or a company and present a brief overview of the subject and lead a class discussion on the subject generating new ideas, critiques and action plan suggestions. Students may choose to do this project individually or with one other partner.

- Purpose: Conduct a strategic analysis of a company or a product. Generate input and ideas from fellow students. Draw learning take-aways about the company’s approach to the situation. Develop confidence in presenting and conducting informal discussion with fellow students.

**Integrated Marketing Communication Plan**

Teams of students will prepare an Integrated Marketing Communication Plan, which will include various marketing communication strategies such as advertising, media analysis and media schedule – a complete marketing communication plan. The plan will be presented to the class and graded by the class.

- Purpose: Analyze a promotional situation and create a complete IMC plan. Give formal presentation.
Semester Project/Business Plan
Each student will devise a major project to work on during the semester that will be in line with the student’s goals for post graduation plans. Students will present a project proposal to the professor and together outline the scope and content of the project. Each student will write a formal report/Business Plan.

Purpose: Focus student’s thinking on post graduation goals and create a pertinent project to help with the student’s immediate or future career plans. Learn to write a Business Plan.

New Product Idea Generation and Write UP
Students will conduct small group discussion and develop a new product idea based on one of the assigned cases in the book. The group will make recommendations for a new product, its positioning, target market and outline a course of action. Minutes of the meeting will be recorded and turned in.

Purpose: Simulate a real-life dynamic in a small group environment. Discuss and write the minutes of the meeting and propose strategic solutions to the situation at hand.

Exam
There will be one, in class, exam that will involve analysis of a case covering the materials and subjects discussed in class.

Purpose: Test students’ knowledge of marketing/business/financial concepts

Stock Trade
Each student should select a company (or two companies) to invest $5,000 in paper money. Students with maximum pay-off, from the initial investment, at the end of the semester will receive a prize. Grading for the project will be based on the student’s criteria and reasoning for selecting a company(s), brief analysis of its stock performance and the actual performance of the stock.

Purpose: Expose students to company valuation, economic impact and the stock market.

Class Attendance and Participation
Class participation refers to the students’ ability and willingness to contribute to the discussion and analysis of situations being considered in class. Students are also encouraged to bring current business articles and topics for class discussion. Class attendance is important as well as thorough preparation of the topics discussed in class.

Purpose: Encourage class participation and subject preparation.
Grading:

Case Analysis and presentation 100
IMC - Media Plan Presentation 100
Semester Project/Business Plan 150
Small Group Case Discussion 50
Subject Exam 100
Stock Trade 50
Class Attendance/Participation 100*

Total 650

*Attendance
2 absences (-10%)
3 absences (-20%)
4 absences (-50%)
5 absences (-100%)

Grading Scale:

A 92%  C+ 75%
A- 89%  C 72%
B+ 85%  C- 68%
B 82%  D 60%
B- 79%  F Shame on you!

Important to Note:

- Homework and assignments will be posted on Blackboard prior to assignment due date. It is the student’s responsibility to check the blackboard for assignments and bring necessary materials to class.
- All projects are due on dates assigned. 20% of the grade will be deducted from all late assignments.
- Class time is for listening and participation. Laptops, mobile phones, etc. will not be allowed in class unless they are used for note taking or otherwise for use for class assignment at hand.
- Academic integrity is strongly observed. No unauthorized project or exam assistance, plagiarism, falsification or invention of data. Failure to meet academic integrity standards will result in an “F” in the class.

Please note:
If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that I can not provide accommodations based upon disability until I have received an accommodation letter from Student Services. Your cooperation is appreciated.

Writing Center Please note that the University provides writing guidance and assistance for those who need it. The Writing Center is located at PSFA 116 and is open from 9:00 -5:00. Visit http://www.writingcenter.sdsu.edu/