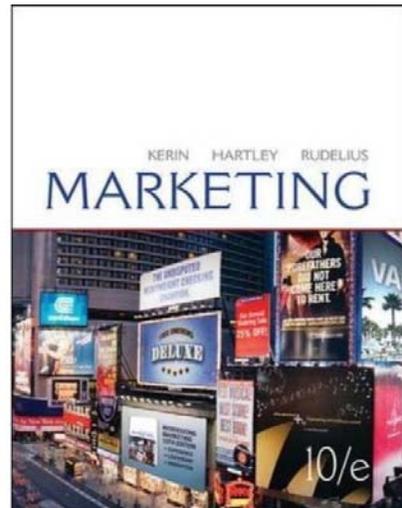




❖ Instructor's Information

- Name: Prof. Myles Bassell
- Mobile: (615) 400 5390
- Email: [mbassell@brooklyn.cuny.edu](mailto:mbassell@brooklyn.cuny.edu) [professorbassell@yahoo.com](mailto:professorbassell@yahoo.com)
- Virtual Office Hours: 24/7 Email / Instant Message / **Text Message** / Phone
- Course Website **<http://userhome.brooklyn.cuny.edu/bassell>**
- Profile **[http://www.brooklyn.cuny.edu/pub/Faculty\\_Details5.jsp?faculty=379](http://www.brooklyn.cuny.edu/pub/Faculty_Details5.jsp?faculty=379)**
- Portfolio **<http://userhome.brooklyn.cuny.edu/bassell/teachingportfolio>**

❖ Required Text Book



❖ Course Overview

The focus of this graduate **marketing** course is on the application of key marketing concepts by analyzing 10 case studies and preparing a marketing plan. The 4P's of Marketing are explored in detail. We will examine strategies and tactics for product development, pricing, physical distribution and promotion, including personal selling, advertising, sales promotion and public relations.

❖ Course Objectives

1. Understand key **Marketing** concepts, terms, and definitions
2. Know how marketing concepts and theories are applied
3. Comprehend the importance of the **4P's**: product, place, promotion, and pricing
4. Attain an understanding of new product development and ethical decision making
5. Learn the importance of segmenting, targeting, branding, and positioning

❖ Grade Components

Case Study Analysis	35%	5 cases: a minimum of 2,500 words per case
Exam 1 On Campus	45%	5 chapters March 6 <sup>th</sup> 6:30-7:30pm <b>148</b> New Ingersoll
Exam 2 On Campus	5%	10 chapters May 22 <sup>nd</sup> 6:30-7:30pm
Marketing Plan	5%	
Discussion Boards / Video	10%	5 cases: 1 main post and 3 subsequent posts

***This syllabus is subject to change as necessary.***

**CSA = Case Study Analysis**

a minimum of 2,500 words per case

**DB = Discussion Board**

1 main post and 3 subsequent posts

Week	Date	Due	Topics
1	Jan 27 Fri	CSA A 3M	Chapter 1 Customer Relationships and Value
2	Jan 31 Tues	CSA B BP	Chapter 2 Marketing Strategies
3	Feb 7 Tues	CSA C Prince Sports	Chapter 9 Segmenting and Positioning
4	Feb 14 Tues	CSA D Activeion	Chapter 10 New Products
5	Feb 21 Tues	CSA E BMW	Chapter 11 Products and Brands
6	Feb 28 Tues	xxxx	Bassell Student Appreciation Day :-)
7	<b>March 6</b> <b>TUESDAY</b>	<b>Exam 1</b>  There are no makeup exams.	<b>Chapters 1, 2, 9, 10, 11</b>  <b>148 New Ingersoll 6:30 – 7:30 pm</b>  If you miss the exam your grade in the course is an F.
8	Mar 13 Tues	xxxx	Bassell Student Appreciation Day :-)
9	Mar 20 Tues	DB 1 Washburn	Chapter 13 Price Foundation
10	Mar 27 Tues	DB 2 Greptile	Chapter 14 The Final Price
11	Apr 3 Tues	DB 3 Act II	Chapter 15 Marketing Channels
12	Apr 10 Tues	xxxx	Spring Break
13	Apr 17 Tues	xxxx	Bassell Student Appreciation Day :-)
14	Apr 24 Tues	DB 4 Armour	Chapter 18 Integrated Mktg. Communications
15	May 1 Tues	DB 5 Google	Chapter 19 Advertising, Promotions, & PR
16	May 8 Tues	xxxx	Bassell Student Appreciation Day :-)
17	May 15 Tues	Marketing Plan	
18	May 22 Tues	Exam 2: On Campus	<b>Chapters 1, 2, 9, 10, 11, 13, 14, 15, 18, 19</b>  <b>Brooklyn College</b>

## ❖ Methodology

- **Textbook:** The textbook is required and an important tool used to expose students to important marketing concepts and topics.
- **Case Studies:** The **application** of key marketing concepts will be explored and students will be required to analyze **10 case studies**. Videos of each case supplement the written cases and are posted to BlackBoard. The case studies are a great learning tool since they will help improve your understanding of the concepts and strengthen your critical reasoning skills. Many questions are designed to give you the opportunity to demonstrate an understanding of the concepts and to apply the concepts to specific scenarios. You must give a **comprehensive explanation** using the criteria and components of the relevant concepts. Your answer must be persuasive and use the course concepts as a basis. **Each case study analysis should be a minimum of 2,500 words**. Each question requires a **minimum** response of 250 – 500 words, but there is no maximum number of words. The minimum is not equivalent to a grade of 100% and doing the minimum is not enough to get a grade of 100%. However, it is not just about the number of words posted. There are 4 criteria used to evaluate your posting 1) **Quantity**, 2) **Quality**, 3) **Relevance**, and 4) **Manner**.
- **Discussion Boards:** Discussion threads will post to the course online Forum via Black Board. Students are required to enter the Forum and post thoughtful comments. Comments should demonstrate an understanding of key course concepts, strong critical thinking skills, and a persuasive logic.
- **Video Segments:** Videos of 10 case studies are posted to BlackBoard for you to view and analyze. These video segments supplement the written case studies. There are also some of my marketing lectures on YouTube: <http://www.youtube.com/watch?v=zjffmRoBKsE>

## ❖ Expected Course Outcomes

Students completing this course will be able to:

1. Define and discuss key **marketing** concepts, terms, and definitions
2. Apply basic and advanced marketing concepts and theories
3. Describe several segmentation approaches
4. Explain and apply strategies for the **4P's**: product, place, promotion, and pricing
5. Discuss the application of segmentation and positioning
6. Analyze and solve strategic marketing issues
7. Develop a marketing plan

## ❖ My Goal

My goal is for students to L E A R N ! It is all about you!

## Weekly Learning Outcomes

### Week 1

Reading: Chapter 1 Customer Relationships and Values  
Critical Thinking: Case A 3M

After reading this chapter students should be able to:

- LO1:** Define marketing and identify the diverse factors influencing marketing activities.
- LO2:** Explain how marketing discovers and satisfies consumer needs.
- LO3:** Distinguish between marketing mix factors and environmental forces.
- LO4:** Explain how organizations build strong customer relationships and customer value.
- LO5:** Describe how today's customer relationship era differs from prior eras.

### Week 2

Reading: Chapter 2 Marketing Strategies  
Critical Thinking: Case B BP

After reading this chapter students should be able to:

- LO1:** Describe two kinds of organizations and the three levels of strategy in them.
- LO2:** Describe how core values, a mission, organizational culture, and goals are important to organizations.
- LO3:** Explain why managers use marketing dashboards and marketing metrics.
- LO4:** Discuss how an organization assesses where it is now and seeks to be.
- LO5:** Explain the three steps of the planning phase of the strategic marketing process.
- LO6:** Describe the elements of the implementation and evaluation phases of the strategic marketing process.

## Weekly Learning Outcomes

### Week 3

Reading: Chapter 9 Segmenting and Positioning

Critical Thinking: Case C **Prince Sports**

After reading this chapter students should be able to:

- LO1:** Explain what market segmentation is and when to use it.
- LO2:** Identify the five steps involved in segmenting and targeting markets.
- LO3:** Recognize the bases used to segment consumer and organizational markets.
- LO4:** Develop a market-product grid to identify a target market and recommend resulting actions.
- LO5:** Explain how marketing managers position products in the marketplace.

### Week 4

Reading: Chapter 10 New Products

Critical Thinking: Case D **Activeion**

After reading this chapter students should be able to:

- LO1:** Recognize the various terms that pertain to products and services.
- LO2:** Identify the ways in which consumer and business products and services can be classified.
- LO3:** Explain the significance of “newness” in new products and services as it relates to the degree of consumer learning involved.
- LO4:** Describe the factors contributing to a new product’s or service’s success or failure.
- LO5:** Explain the purposes of each step of the new-product process.

## Weekly Learning Outcomes

### Week 5

Reading: Chapter 11 Products and Brands  
Critical Thinking: Case E **BMW**

After reading this chapter students should be able to:

- LO1:** Explain the product life-cycle concept.
- LO2:** Identify ways that marketing executives manage a product's life cycle.
- LO3:** Recognize the importance of branding and alternative branding strategies.
- LO4:** Describe the role of packaging, labeling, and warranties in the marketing of a product.

### Week 6

Reading: - No Class  
Critical Thinking: - **Bassell Student Appreciation Day**

### Week 7

Exam 1 Chapters 1, 2, 9, 10, 11  
Brooklyn College  
148 New Ingersoll 6 - 7pm

**\*\*\* Bring #2 Pencils and erasers to the exam**

\*\*\* There are no makeup exams. If you do not show up to the exam your score is a zero and your grade in the course is an F. However, I am expecting everyone to get a 100 on the exam! You can do it! Yes you can!

### Week 8

Reading: - No Class  
Critical Thinking: - **Bassell Student Appreciation Day**

## Weekly Learning Outcomes

### Week 9

Reading: Chapter 13 Price Foundation

Critical Thinking: Discussion Board 1 **Washburn**

After reading this chapter students should be able to:

- LO1:** Identify the elements that make up a price.
- LO2:** Recognize the objectives a firm has in setting prices and the constraints that restrict the range of prices a firm can charge.
- LO3:** Explain what a demand curve is and the role of revenues in pricing decisions.
- LO4:** Describe what price elasticity of demand means to a manager facing a pricing decision.
- LO5:** Explain the role of costs in pricing decisions.
- LO6:** Describe how various combinations of price, fixed cost, and unit variable cost affect a firm's break-even point.

You must post your response by Tuesday @ 10pm EST on BlackBoard. You must also post 3 constructive and thoughtful comments or questions that are in reference to the postings of other students. The purpose of the Discussion Board is to create an online dialogue that simulates classroom discussion. A detailed and intelligent response to a question about your posting counts as one of the three comments. The same guidelines apply to the other discussion questions.

### Week 10

Reading: Chapter 14 The Final Price

Critical Thinking: Discussion Board 2 **Greptile**

After reading this chapter students should be able to:

- LO1:** Describe how to establish the "approximate price level" using demand-oriented, cost-oriented, profit-oriented, and competition-oriented approaches.
- LO2:** Recognize the major factors considered in deriving a final list or quoted price from the approximate price level.
- LO3:** Identify the adjustments made to the approximate price level on the basis of discounts, allowances, and geography.
- LO4:** Name the principal laws and regulations affecting specific pricing practices.

## Weekly Learning Outcomes

### Week 11

Reading: Chapter 15 Marketing Channels

Critical Thinking: Discussion Board 3 **Act II**

After reading this chapter students should be able to:

- LO1:** Explain what is meant by a marketing channel of distribution and why intermediaries are needed.
- LO2:** Distinguish among traditional marketing channels, electronic marketing channels, and different types of vertical marketing systems.
- LO3:** Describe the factors and considerations that affect a company's choice and management of a marketing channel.
- LO4:** Recognize how conflict, cooperation, and legal considerations affect marketing channel relationships.

### Week 12

Reading: - No Class

Critical Thinking: - **Spring Break**

### Week 13

Reading: - No Class

Critical Thinking: - **Bassell Student Appreciation Day**

### Week 14

Reading: Chapter 18 Integrated Marketing Communications

Critical Thinking: Discussion Board 4 **Armour**

After reading this chapter students should be able to:

- LO1:** Discuss integrated marketing communication and the communication process.
- LO2:** Describe the promotional mix and the uniqueness of each component.
- LO3:** Select the promotional approach appropriate to a product's target audience, life-cycle stage, and characteristics, as well as stages of the buying decision and channel strategies.
- LO4:** Describe the elements of the promotion decision process.
- LO5:** Explain the value of direct marketing for consumers and sellers.

## Weekly Learning Outcomes

### Week 15

Reading: Chapter 19 Advertising  
Critical Thinking: Discussion Board 5 **Google**

After reading this chapter students should be able to:

- LO1:** Explain the differences between product advertising and institutional advertising and the variations within each type.
- LO2:** Describe the steps used to develop, execute, and evaluate an advertising program.
- LO3:** Explain the advantages and disadvantages of alternative advertising media.
- LO4:** Discuss the strengths and weaknesses of consumer-oriented and trade-oriented sales promotions.
- LO5:** Recognize public relations as an important form of communication.

### Week 16

Reading: - No Class  
Critical Thinking: - **Bassell Student Appreciation Day**

### Week 17

Reading: -  
Critical Thinking: - **Marketing Plan**

### Week 18

Exam 2 **Chapters 1, 2, 9, 10, 11, 13, 14, 15, 18, 19**

Brooklyn College

148 New Ingersoll 6 - 7pm

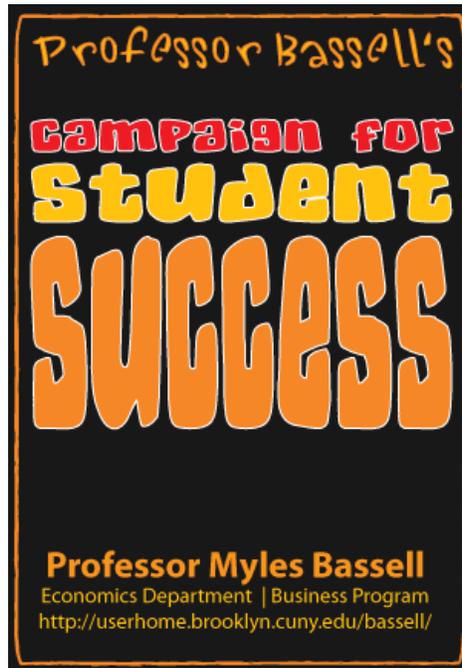
**\*\*\* Bring #2 Pencils and erasers to the exam**

**\*\*\*** There are no makeup exams. If you do not show up to the exam your score is a zero.

However, I am expecting everyone to get a 100 on the exam!

## ❖ My Mission

To help students achieve their educational and professional goals.



## ❖ My Goals For You

1. Increase Your general knowledge about the subject
2. Enhance Your ability to analyze and solve problems
3. Improve Your ability to use computers and the Internet
4. Expand Your ability to find and use information on your own
5. Develop Your ability to express your ideas
6. Fortify Your appreciation and sensitivity to ethical issues

## ❖ My Dozen Objectives

1. Distribute a written syllabus on or before the first day of class
2. Demonstrate my ability to organize materials for the class
3. Stimulate interest in the topic being studied
4. Generate effective class discussion
5. Communicate effectively and speak clearly
6. Encourage independent thinking and ethical behavior
7. Demonstrate openness to students' comments, questions, and viewpoints
8. Display an exceptional understanding of the course subject matter
9. Keep to the time and schedule requirements of the class
10. Provide students access to me outside of class and be available for Q&A
11. Clearly communicate course requirements and assignments
12. Promptly grade assignments

## ❖ Exams

Exam #	Location	Date of Exam	
1	On Campus	March 6 <sup>th</sup>	5 Chapters 1, 2, 9, 10, 11 6:30pm – 7:30pm 148 New Ingersoll
2	On Campus	May 22 <sup>nd</sup>	10 Chapters 1, 2, 9, 10, 11, 13, 14, 15, 18, 19

- ❖ You are required to take all exams. There are **NO** makeup exams allowed by the department.  
\*\*\*\* If you do not take Exam 1 your score is a zero and your grade in the course is an F.

## ❖ Grading

Case Study Analysis	35%	5 cases: a minimum of 2,500 words per case
Exam 1 On Campus	45%	5 chapters March 6 <sup>th</sup> 6:30-7:30pm <b>148</b> New Ingersoll
Exam 2 On Campus	5%	10 chapters May 22 <sup>nd</sup> 6:30-7:30pm
Marketing Plan	5%	
Discussion Boards / Video	10%	5 cases

**Not being able to get into Black Board is not an excuse** for not completing assignments.

The assignments for the entire semester are already posted to BlackBoard or our course website and I encourage you to stay ahead of the schedule.

EXTRA CREDIT: There are no EXTRA Credit assignments.

Your exams and projects will be graded diligently. There is **NO curve** in grading exams. If your average is a 59 you earned an F. There are **NO extra credit** assignments. A **rigorous process** will be used to determine your final grade. If you get an A you should get satisfaction from knowing that you worked hard and earned that grade.

## ❖ Grading Criteria

A	92.5% +		C	72.5% to 77.49%
A-	90.0% to 92.49%		C-	70.0% to 72.49%
B+	87.5% to 89.99%		D+	67.5% to 69.99%
B	82.5% to 87.49%		D	62.5% to 67.49%
B-	80.0% to 82.49%		D-	60.0% to 62.49%
C+	77.5% to 79.99%		<b>F</b>	Below 60%

### Rubric for Evaluating Assignments

Criteria	A 90+	B 80+	C 70+	F
<b>Quantity</b>	<b>500 words per question</b> The amount of facts provided demonstrates an <b>excellent</b> and complete understanding of the concepts and the application of the concepts.	<b>400 words per question</b> The amount of facts provided demonstrates a <b>good</b> understanding of the concepts and the application of the concepts.	<b>250 words per question</b> The amount of facts provided demonstrates only a <b>fair</b> understanding of the concepts and the application of the concepts.	Less than 250 words per question. Either the assignment was not submitted, or there is not enough detail to demonstrate an understanding of the concepts or the ability to apply the concepts or plagiarism is suspected and the grade is a zero.
<b>Quality</b>	Demonstrates an <b>excellent</b> understanding of the chapter concepts, explains effectively and accurately the relevant concepts, applies the chapter concepts properly to the case, and includes facts from the case to support a main idea. Citations and examples were included as necessary.	Demonstrates a <b>good</b> understanding of the chapter concepts and often accurately and effectively explains the concepts, applies chapter concepts to the case, and includes facts from the case to support a main idea. Citations and examples were usually included as necessary.	Demonstrates only a <b>fair</b> understanding of the chapter concepts and only a fair ability to apply the concepts. Concepts are not fully or accurately explained. Citations and examples were generally not included as necessary.	Either the assignment was not submitted, or there is not enough detail to demonstrate an understanding of the concepts or the ability to apply the concepts or plagiarism is suspected and the grade is a zero
<b>Relevance</b>	Directly related to the case or chapter and is integrated with other postings.	Related to the case, but often not integrated well with other postings.	Somewhat related to the other postings and the case or chapter.	Not related to the assignment.
<b>Manner</b>	Very organized and has no spelling, punctuation, or grammatical errors.	Organized and usually has no spelling, punctuation, or grammatical errors	Disorganized and/or has many spelling and grammatical errors that makes it difficult to understand.	Very disorganized and has numerous spelling, punctuation, and grammatical errors.

## ❖ Academic Integrity

If an academic misconduct (for example: cheating on exams or papers, plagiarism...) occurs the instructor will impose the strongest sanctions that the University or College permits.

I encourage you to look at articles and/or resources from databases and/or on the Internet to find information regarding the case studies, discussion questions and/or other assignments. However, what you submit to me must be **your own work**. Direct quotations should be used very rarely and, when used, should be very short. You must **always indicate the sources used**. Students will not receive credit for answers on the different assignments that are mostly paraphrasing of other sources even if the sources are listed. Paraphrasing should be used very rarely and, when used, students must **always indicate the sources used**. There is no learning value for students to just quote and/or paraphrase parts of articles and/or resources found on the Internet or somewhere else.

If students use information from any source in an assignment and do not cite the source using quotation marks, this is plagiarism, which is a violation of academic integrity at Brooklyn College.

If I find evidence of plagiarism in an assignment, the student will receive a **score of zero** on this assignment. If I find again evidence of plagiarism in another assignment from the same student, this student will receive a **failing grade in the class**.

Furthermore, if a student plagiarizes and/or cheats I am required to report it to the Committee on Academic Integrity. This Committee may then decide to suspend or expel the student.

**WARNING:** The book is an important resource for this course and you must use it to answer the questions. The information needed to answer the questions is contained in the readings and should be the basis for your critical analysis. You are expected to draw conclusions and make recommendations based on the information in the case and the concepts explained in the chapters. Do NOT use other sources unless you properly cite them.

If you copy and paste information from the internet and/or do not cite your sources your grade on the assignment is a **zero**. That is cheating and plagiarism. If you plagiarize a second assignment your course grade is an **F**.

### ❖ Disability-Related Accommodations

In order to receive disability-related academic accommodations students must first be registered with the Center for Student Disability Services. Students who have a documented disability or suspect they may have a disability are invited to set up an appointment with the Director of the Center for Student Disability Services, Ms. Valerie Stewart-Lovell at 718-951-5538. If you have already registered with the Center for Student Disability Services please provide your professor with the course accommodation form and discuss your specific accommodation with him/her.

### ❖ Absence for Religious Reasons

You are not required to attend a class meeting if it interferes with your religious observance.

However, being absent does not excuse you from submitting or completing any assignments that are due. The state law regarding non-attendance because of religious beliefs can be found in the Brooklyn College Bulletin. [http://www.brooklyn.cuny.edu/pub/documents/grad\\_bulletin\\_11.pdf](http://www.brooklyn.cuny.edu/pub/documents/grad_bulletin_11.pdf)

### ❖ Important Dates on the College Calendar

- Friday, January 27 *First day of weekday classes*
- Thursday, February 9 *Last day to late-add a course with instructor and department approval*
- Monday, February 13 *Lincoln's Birthday Observed—College Closed*
- Thursday, February 16 *Last day to drop a course without a grade\**
- Friday, February 17 *First day to apply for W grade\**
- Monday, February 20 *Presidents' Day—College Closed*
- Tuesday, February 21 *Conversion Day: Classes follow a Monday schedule*
- Friday, April 6– Sunday, April 15 *Spring Recess*
- Thursday, April 19 *Last day to apply for withdrawal (i.e., W grade) from courses\**
- Tuesday, May 15 *Last day of undergraduate classes*
- Thursday, May 17– Wednesday, May 23 *Graduate Last Classes or Final Examinations*
- Thursday, May 17– Thursday, May 24 *Undergraduate Final Examinations*
- Monday, May 28 *Memorial Day—College Closed*
- Wednesday, May 30 *Master's Commencement*
- Thursday, May 31 *Baccalaureate Commencement*

\* When students **drop** a course, it will not appear on their transcript. When they **withdraw** from a course, however, a grade of W will appear on their transcript. A W grade does not count toward the GPA. A "W" grade carries a 100% financial liability.

### Code of Conduct

This Code of Conduct highlights and supplements, but does not replace the Code of Conduct issued by Brooklyn College and/or The City University of New York (C.U.N.Y.). The goal of this code is to maximize the classroom experience for all. Your course grade is in part a function of your:

1. exam, project, and quiz results
2. level of participation
  - a. projecting a positive attitude
  - b. making intelligent and relevant remarks on discussion board
3. accurate completion and timely submission of assignments

There are other factors that can have a significant impact on your course grade and they include:

- Cheating / Plagiarism
  - (**phones, ipods, pda's, blackberry's, treo, and other devices are NOT allowed during any exam**)
- Disruptive Behavior
  - Rudeness
  - Disrespect
  - Lateness
  - Interrupting the lecture
- Frequent absence
- Signing the attendance sheet and leaving OR signing for someone else
- Failure to turn off electronic devices (cell, phones, pagers etc)

“The faculty and administration of Brooklyn College support **an environment free from cheating and plagiarism**. Each student is responsible for being aware of what constitutes cheating and plagiarism and for avoiding both. The complete text of the CUNY Academic Integrity Policy and the Brooklyn College procedure for implementing that policy can be found at this site: <http://www.brooklyn.cuny.edu/bc/policies>. If a faculty member suspects a violation of academic integrity and, upon investigation, confirms that violation, or if the student admits the violation, the faculty member **MUST** report the violation.”

All students should read carefully and thoroughly the 2011-2012 Brooklyn College Bulletin, especially pp. 21-35 for a complete listing of academic regulations of the College.

**[http://www.brooklyn.cuny.edu/pub/documents/grad\\_bulletin\\_11.pdf](http://www.brooklyn.cuny.edu/pub/documents/grad_bulletin_11.pdf)**

### Penalties

Violation of this Code of Conduct and other rules of Brooklyn College and C.U.N.Y. can result in:

- Lowering your course grade one full letter per offense
- Receiving an F or failing grade for the course
- Being suspended or expelled from the college or university

# Marketing

By Kerin, Hartley, Rudelius

McGraw Hill Publishers 10<sup>th</sup> Edition

ISBN: 978-0-07-352993-6

## Part 1 Initiating the Marketing Process

**1 Creating Customer Relationships and Value Through Marketing**

**2 Developing Successful Marketing and Organizational Strategies**

**APPENDIX A Building an Effective Marketing Plan**

3 Scanning the Marketing Environment

4 Ethical and Social Responsibility in Marketing

## Part 2 Understanding Buyers and Markets

5 Understanding Consumer Behavior

6 Understanding Organizations as Customers

7 Understanding and Reaching Global Consumers and Markets

## Part 3 Targeting Marketing Opportunities

8 Marketing Research: From Customer Insights to Actions

**9 Segmenting, Positioning, and Forecasting Markets**

## Part 4 Satisfying Marketing Opportunities

**10 Developing New Products and Services**

**11 Managing Products and Brands**

12 Managing Services

**13 Building the Price Foundation**

**14 Arriving at the Final Price**

**APPENDIX B Financial Aspects of Marketing**

**15 Managing Marketing Channels and Wholesaling**

16 Customer-Driven Supply Chain and Logistics

17 Retailing

**18 Integrated Marketing Communications**

**19 Advertising, Sales Promotion, and Public Relations**

20 Personal Selling and Sales Management

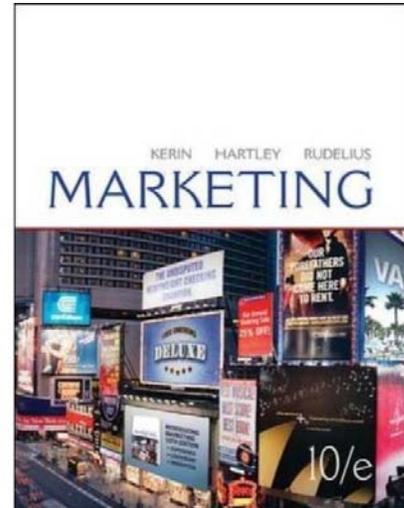
## Part 5 Managing the Marketing Process

21 Implementing Interactive and Multichannel Marketing

22 Pulling it all Together: The Strategic Marketing Process

APPENDIX C Planning a Career in Marketing

APPENDIX D Alternate Cases



## ❖ General

This is a 15 week graduate course. I developed a roadmap that will enable us to successfully cover the course materials. Late assignments will not be accepted. If you do not complete an assignment your grade for that assignment is a zero. The due dates are set to help you manage the workload and be successful in the course. I will not issue an **INC grade** since I do not believe that is in your best interest. Campus wide it has been found that almost always the student does not complete the work required by the college's deadline and the computer automatically turns the INC into an F. If necessary you can drop the course with a W grade. However, I designed the course to be meaningful, but also manageable. I know that many of you work, have families, and are taking other courses. I am very confident that you will be able to meet the course requirements. **You can do it! Yes you can!** [Let me know what I can do to help you be successful.](#)

\*\*\*\* Your responses to each question must be detailed and demonstrate your understanding of the key concepts in the chapter. You must be able to demonstrate your ability to apply the chapter concepts to the case studies. If you use key terms in your response please define the terms and explain how they are applicable to the case. I know what the terms mean, but for you to get full credit you need to convince me that you know what the terms mean. :-)

**Do not email me your case study analysis.**  
**Post your assignments to BlackBoard.**

### Case Study Analysis

#### You must:

- + demonstrate your understanding of the chapter concepts
- + **explain the relevant concepts correctly**
- + apply the chapter concepts to the case, and
- + **include facts from the case to support your position**

\*\*\* Type your responses in WORD and save to your computer or flash drive so that you can review your case studies for the exam. Copy and paste your responses to the BlackBoard blog for the assignment by **10 pm** on the due date. Each assignment has a separate blog link. After the due date you will no longer be able to post to blackboard.

## ❖ Media Players

To make the course more interactive and interesting I also posted a short video for each case. For your convenience I posted two different file types for each video case.

VLC Media Player can play Flash (flv) and Mpeg 4 (mpg) video files.

Download free VLC Media Player at the link below

<http://www.videolan.org/vlc/>

Quick Time also can play Mpeg 4 (mpg) video files

<http://www.apple.com/quicktime/download/>

Windows Media Player can play Windows Media Video (wmv) files

Download free Windows Media Player at the link below

<http://www.microsoft.com/windows/windowsmedia/player/10/default.aspx>

This will be a fun semester ! I am looking forward to being your coach !

- Name: Prof. Myles Bassell
- Mobile: (615) 400 5390 (you can text or call)
- Email: [mbassell@brooklyn.cuny.edu](mailto:mbassell@brooklyn.cuny.edu) \*\*\* check YOUR email daily
- Instant Messenger Yahoo: professorbassell
- Virtual Office Hours: 24/7 Email / Instant Message / **Text Message** / Phone
- Course Website **<http://userhome.brooklyn.cuny.edu/bassell>**
- Profile **[http://www.brooklyn.cuny.edu/pub/Faculty\\_Details5.jsp?faculty=379](http://www.brooklyn.cuny.edu/pub/Faculty_Details5.jsp?faculty=379)**
- Portfolio <http://userhome.brooklyn.cuny.edu/bassell/teachingportfolio>

