



**Myles Bassell**

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**Marketing**

**Syllabus: BUSN 7208X**

Brooklyn College  
School of Business  
Graduate Program

[professorbassell.com](http://professorbassell.com)

## ❖ Instructor's Information



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- ❖ Portfolio: <http://userhome.brooklyn.cuny.edu/bassell/teachingportfolio>
- ❖ Course Website: **www.professorbassell.com**



## ❖ Required Materials

### 1: Marketing Management

By Philip Kotler and Kevin Keller  
13<sup>th</sup> edition (Copyright 2009)  
Pearson Prentice Hall Publishers  
ISBN: 978-0-13-600998-6

### 2: Interpretive Software Inc. ® PharmaSim™

Register at **www.interpretive.com/students** using our COURSE ID **BROO13737**  
After you register you will receive an email with your User ID and Password.

### 3: Harvard Business School Case Studies

Our BUSN 7208 custom course link is **<https://cb.hbsp.harvard.edu/cbmp/access/19994380>**

## ❖ Learning Goals

In this case study based graduate course we will

- 1) evaluate the function of marketing mix variables, marketing strategies, market research, branding, new product development, pricing, distribution, integrated marketing communications, segmentation, targeting, positioning, and creating, communicating, and delivering value,
- 2) analyze and discuss consumer purchase motivations, purchase intent, brand preference, brand attitudes, brand awareness, satisfaction levels, and customer profiles development,
- 3) create a marketing plan, and develop marketing models that predict consumer behavior.

## ❖ Basis for Judgment

Students will demonstrate an understanding of marketing concepts and the ability to apply the concepts by analyzing and evaluating case studies and simulation scenarios. The simulation is a learning-by-doing approach based on the case study that focuses on the marketing and promoting of an over-the-counter **pharmaceutical line** of cough, allergy, and cold products. Students are required to **i)** evaluate the cases and simulation scenarios, **ii)** apply course concepts, **iii)** develop marketing models using market research data **iv)** formulate solutions, **v)** make recommendations, **vi)** justify their position, and **vii)** create a marketing plan.

## ❖ Demonstration of Achievement: Assurance of Learning

Exam 1	50% Chapters 1-11	Oct 23 <sup>rd</sup>	5pm @ Brooklyn College
Homework	40% Simulation		
Exam 2	10% Chapters 1-20	Dec 18 <sup>th</sup>	5pm @ Brooklyn College

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## ❖ **Learning Outcomes**

This graduate level Marketing Management course requires students to a) create, b) evaluate, c) analyze, d) apply, e) understand, and f) remember information regarding **Marketing Management**. At the conclusion of the course, students should be able to:

### **Create**

- marketing plans,
- brand positioning, and
- marketing models that predict consumer behavior.

### **Evaluate**

- the different ways to segment a market,
- the stages of the product life cycle,
- the diffusion of innovation model, and
- advertising campaigns.

### **Analyze**, compare, and contrast

- market research reports to make fact-based decisions,
- the factors that cause a product to fail,
- branding strategies and cost per thousand,
- pricing strategies and cost behavior,
- reach and frequency, and
- channels of distribution.

### **Apply**, illustrate, and implement

- product life cycle marketing strategies,
- the steps in segmenting markets, targeting, and positioning, and
- product, price, place and promotion strategies.

### **Understand** and discuss

- the role of market segmentation, targeting, and positioning,
- integrated marketing communications,
- creative strategy development and implementation,
- media selection and scheduling, public relations, publicity, and
- the advantages and disadvantages of personal selling.

### **Remember**, explain, and contrast **Marketing Management** concepts, terms, and definitions.

### **For all assignments you must:**

- + demonstrate your understanding by accurately explaining the relevant concepts,
- + draw conclusions,
- + demonstrate superior critical thinking skills,
- + apply the chapter concepts to the scenario correctly,
- + include facts from the scenario to support your position,
- + formulate solutions and make a recommendation regarding next steps.

***This syllabus is subject to change as necessary.*** All assignments are based on case studies.

Assignments are due on BlackBoard at 10pm. **Late assignments will not be accepted.**

### **ASSIGNMENT SCHEDULE**

<b>Week</b>	<b>Date</b>	<b>Due @ 10pm</b>	<b>Required Reading Assignments</b>
<b>1</b>	Aug 28 Wed	HW <b>A</b>	Chapters <b>1</b> : Marketing Overview Simulation Year <b>1</b> : <i>Benchmark</i>
<b>2</b>	Sept 3 Tues	HW <b>B</b>	Chapter <b>2</b> : Marketing Strategies and Plans Chapter <b>3</b> : Scanning the Environment Simulation Year <b>2</b> : <i>Benchmark</i>
<b>3</b>	Sept 11 Wed	HW <b>C</b>	Chapter <b>4</b> : Marketing Research & Forecasting Demand Simulation Year <b>3</b> : <i>Benchmark</i>
<b>4</b>	Sept 18 Wed	HW <b>D</b>	Chapter <b>5</b> : Creating Customer Value, Satisfaction, and Loyalty Chapter <b>6</b> : Analyzing Consumer Markets
<b>5</b>	Sept 25 Wed	HW <b>E</b>	Chapter <b>7</b> : Analyzing Business Markets Chapter <b>8</b> : Identifying Market Segments and Targets
<b>6</b>	Oct 2 Wed	HW <b>F</b>	Chapter <b>9</b> : Creating Brand Equity and Simulation Year <b>1</b>
<b>7</b>	Oct 9 Wed	HW <b>G</b>	Chapters <b>10</b> : Creating The Brand Positioning Simulation Year <b>2</b> <b>Marketing Modeling</b>
<b>8</b>	Oct 16 Wed	HW <b>H</b>	Chapters <b>11</b> : Dealing with Competitors Simulation Year <b>3</b> <b>Marketing Modeling</b>
<b>9</b>	Oct 23 Wed	<b>Exam 1</b> There are no makeup exams	<b>Chapters 1 - 11</b> <b>5 pm</b> @ Brooklyn College If you miss the exam your grade in the course is an F.
<b>10</b>	Oct 30 Wed	HW <b>I</b>	Simulation Year <b>4</b>
<b>11</b>	Nov 6 Wed	HW <b>J</b>	Simulation Year <b>5</b>
<b>12</b>	Nov 13 Wed	HW <b>K</b>	Chapters <b>12</b> & <b>13</b> : Setting Product & Service Strategies Simulation Year <b>6</b>
<b>13</b>	Nov 20 Wed	HW <b>L</b>	Chapter <b>14</b> : Developing Pricing Strategies Simulation Year <b>7</b>
<b>14</b>	Nov 26 Tues	HW <b>M</b>	Chapters <b>15</b> & <b>16</b> : Integrated Marketing, Retail & Wholesale Simulation Year <b>8</b>
<b>15</b>	Dec 4 Wed	HW <b>N</b>	Chapter <b>17</b> : Integrated Marketing Communications Chapter <b>18</b> : Advertising, Promotions, Events, & Public Relations Simulation Year <b>9</b>
<b>16</b>	Dec 11 Wed	HW <b>O</b>	Chapter <b>19</b> : Interactive Marketing, Personal Selling Chapter <b>20</b> : Introducing New Market Offerings Simulation Year <b>10</b>
<b>17</b>	Dec 18 Wed	<b>Exam 2</b>	<b>Chapters 1 - 20</b> <b>5pm</b> @ Brooklyn College

### Rubric for Evaluating Assignments

Criteria	A 90+	B 80+	C 70+	F
<b>Quantity</b>	<b>500 words per question</b> The amount of information provided demonstrates an <b>excellent</b> ability for creating, evaluating, analyzing, applying, understanding, and remembering the topics of the course.	<b>400 words per question</b> The amount of information provided demonstrates a <b>good</b> ability for creating, evaluating, analyzing, applying, understanding, and remembering the topics of the course.	<b>250 words per question</b> The amount of information provided demonstrates only a <b>fair</b> ability for creating, evaluating, analyzing, applying, understanding, and remembering the topics of the course.	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, recommends specific action, 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, recommends next steps, 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 the posting does not demonstrate an understanding of the concepts or the ability to apply the concepts or plagiarism is suspected and the grade is a zero. No recommendations or solutions formulated.
<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.

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### ❖ **Simulation: PharmaSim**

For this marketing simulation, each student is a marketing executive at the All Star Brands **pharmaceutical** company that competes in the over-the-counter Cough, Cold, and Allergy medication segments. For 10 simulated years you manage the marketing mix (4 P's) for your products and make promotion decisions regarding how much to spend on advertising, couponing, point of purchase displays, promotional allowances, and personal selling. You **MUST** make decisions based on your analysis of the **Market Research** reports contained in the simulation and use the **Decision Analysis Tools** such as **What If?**, Test Market, **Conjoint Analysis**, and Trade Offs. The simulation gives you the opportunity to **1)** lead an organization, **2)** apply knowledge and skills in a new and unfamiliar situation, **3)** adapt and innovate to solve problems, and **4)** understand management issues from a global perspective.

The task of the brand team is to increase brand awareness, market share, sales, and profitability in a competitive and changing environment. You must skillfully **create, communicate, and deliver value**. The detailed written **case study** provides information regarding the:

- Company, Category, and Industry,
- Product, Price, Promotion, Place, and
- Financial Indicators.

**HANDS-ON EXPERIENCE**

**Experiential Learning**

### **Learning Objectives**

**LEARNING-BY-DOING**

The purpose of the simulation decisions and the marketing plan is to help you understand and apply different aspects of marketing and advertising including:

- Product:
  - Market Penetration, Market Development, New Products, & Diversification.
  - Multi-Product Branding, Multi-Branding, Private Branding
- Price:
  - Price Elasticity of Demand, Break-Even Analysis, Gross Margin Analysis
  - Demand, Cost, Profit, Competition Oriented Pricing Approaches
  - Demand Oriented examples: Penetration, Skimming, and Prestige Pricing
- Place:
  - Push vs Pull.
  - Merchandising and Point-of-Purchase Displays.
  - Intensive, Selective, or Exclusive market coverage.
- Promotion:
  - Media Timing: Continuity, Pulsing, or Flighting
  - Mix: Advertising, Direct Marketing, Internet, Sales Promotion, Publicity, Personal Selling
- Marketing Research, Consumer Behavior, Competitor Analysis,
- Segmentation, Targeting, and Positioning,
- Features, Benefits, & Value Proposition, and
- Advertising: target audience, messaging, budget objectives, scheduling, and brand awareness.

❖ **Simulation: PharmaSim** **(con't)**

Some of the **key result indicators** include:

1. Brand Awareness and Market Share
2. Stock Price
3. Unit Sales, Dollar Sales (inflation is minimal)
4. Return on Equity, Return on Assets, Return on Marketing
5. Earnings Per Share and Cumulative Net Income
6. Capacity Utilization

Based on the research data in the simulation you must decide how much to spend **each year** on these promotional mix elements:

- Advertising,
- Consumer Promotions,
  - Trial size,
  - Couponing and Face Value of Coupon (25 cents, 50 cents, 75 cents, and 1 dollar), and
  - Point of Purchase Displays.
- Trade Promotions
  - Slotting Allowance
  - Coop Advertising
- Personal Selling.

The following advertising decisions must be made **every** year:

- the advertising agency to employ,
- the amount of dollars you want to spend on advertising,
- the content of the advertising message, and
- the message type.

The four basic advertising **message types** you can select **every** year focus on:

- Primary demand (category need)
- Benefits approach (selective demand)
- Comparison approach
- Reminder advertising

**Each year** you must set the:

- Price: the wholesale price paid by retailers (an important factor in a push strategy)
- MSRP: the **M**anufacturers **S**uggested **R**etail **P**rice, the price paid by consumers (an important factor in a pull strategy)



## ❖ Simulation: Marketing and Promotion

(con't)

The simulation is an important learning-by-doing course component that gives you practical experience as the leader of a company. You must make decisions based on the strategies you developed, your analysis of the extensive market research reports and decision analysis tools contained in the simulation and **enter your decisions on the simulation website**. Each year you must **also** post on BlackBoard a journal that includes 1) your decisions 2) the rationale for your decisions, and 3) a chart of key result indicators

End of Year	MSRP	Price	Advertising Dollars Spent	Brand Awareness	Stock Price	Share of Unit Sales %	\$ Sales millions	Unit Sales millions	Net Income millions
0	\$5.29		\$20M	74%	\$38	22%	\$355	102	\$67
1BM									
2BM									
3BM									
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

**The assignments are on BlackBoard under ASSIGNMENTS.**

You must demonstrate your understanding of the chapter concepts, explain the relevant concepts accurately, draw conclusions, demonstrate superior critical thinking skills, apply the chapter concepts to the scenario correctly, include facts from the case to support your position, and make a recommendation regarding next steps. The questions are designed to give you the opportunity to 1) create, 2) evaluate, 3) analyze, 4) apply, 5) understand, and 6) remember information regarding **Marketing Management**.

## ❖ Video Lecture Links

<http://www.youtube.com/watch?v=w65dXqP2FV0>

<http://www.youtube.com/watch?v=BN79y95-TG4>

<http://www.youtube.com/watch?v=uXg80fkjqv8>

<http://www.youtube.com/watch?v=1kh21c3U4mI>

<http://www.youtube.com/watch?v=X1SkIkdN7Mw>

<http://www.youtube.com/watch?v=1w1R6js19ok>

<http://www.youtube.com/watch?v=4HJHtIRVgAA>

<http://www.youtube.com/watch?v=q0vrrgNAWD8>

<http://www.youtube.com/watch?v=4cteHPk-Y2U>

<http://www.youtube.com/watch?v=2nPeldTI-Gk>

**Watch**



[youtube.com/professorbassell](http://youtube.com/professorbassell)



## ❖ **Methodology**

- **Textbook:** The textbook is required and an important tool used to expose students to important **Marketing Management** concepts and topics. **You should read all the chapters in the book**, but some chapters will receive greater attention than others during the semester.
- **Case Studies:** The **application** of key **Marketing Management** concepts will be explored and students will be required to analyze **case studies**. The answers are usually not in the cases or the textbook. **You must use the facts in the case and the concepts in the book to draw conclusions and make recommendations.** The case studies are a great learning tool since they will help improve your understanding of the concepts and strengthen your critical reasoning skills. The questions are designed to give you the opportunity to 1) create, 2) evaluate, 3) analyze, 4) apply, 5) understand, and 6) remember information regarding **Marketing Management**. 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 500 words, but there is no maximum number of words. If your posting is less than 500 words you might receive partial credit. 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 via Black Board. Students are required to enter the discussion board and post thoughtful comments and questions. Comments should demonstrate an understanding of key course concepts, strong critical thinking skills, and a persuasive logic. You must make 4 posts: 1 primary post that answers the questions and 3 secondary posts regarding the postings of others on our team. "I agree with you" is not a thoughtful comment. If you agree you should explain why and engage others in the discussion. The purpose of the discussion board is to have a dialogue about the case studies and to have a meaningful interaction.
- **Video Segments:** There are several videos posted on BlackBoard. These video cases and lectures close the gap between theoretical and practical. Some case studies you will watch and others you will read. My goal is to make the course interactive, helpful in your pursuit of knowledge, and provide you with tools that will allow you to be successful in your career.
- **Simulation:** The simulation is an important learning-by-doing course component that gives you practical experience as the leader of a company. You must make decisions based on your analysis of the market research reports, decision analysis tools contained in the simulation and enter your decisions on the simulation website. Each year you must **also** post on BlackBoard
  - 1) your decisions
  - 2) the rationale for your decisions, and
  - 3) the key result indicators.

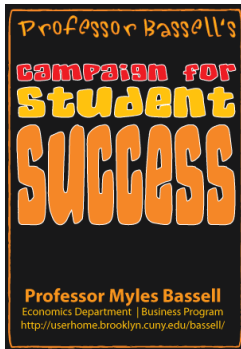
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### ❖ **My Goal**

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

### ❖ **My Mission**

**To help students achieve their educational and professional goals.**



### ❖ **My Goals For You**

1. Increase Your **marketing knowledge and skills**
2. Improve Your ability to use computers and the Internet
3. Enhance Your ability to analyze and **solve problems**
4. Expand Your ability to find and use information on your own
5. Strengthen Your ability to **apply concepts** and skills
6. Fortify Your appreciation and sensitivity to ethical issues and diversity
7. Develop Your ability to express your ideas and **lead an organization**

### ❖ **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

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❖ **Demonstration of Achievement:** Assurance of Learning

Exam 1	50% Chapters 1-11	Oct 23 <sup>rd</sup>	5pm @ Brooklyn College
Homework	40% Simulation		
Exam 2	10% Chapters 1-20	Dec 18 <sup>th</sup>	5pm @ Brooklyn College

❖ **Grading Criteria :** Graduate Level

<b>A</b>	93% +	<b>B-</b>	80% - 82%
<b>A-</b>	90% - 92%	<b>C+</b>	76% - 79%
<b>B+</b>	86% - 89%	<b>C</b>	73% - 75%
<b>B</b>	83% - 85%	<b>F</b>	Below 73%

❖ **Exams**

- Please bring photo ID, a pen, and several #2 pencils with erasers
- There will be 4 different versions of the exam: pink, blue, green, and yellow.
- I can't answer any questions during the exam because it will disturb other students.
- There is **NO curve** in grading exams. There are **NO extra credit** assignments.
- There are no makeup exams. If you do not take the exam your score is a zero and your grade in the course is an F. Everyone must follow the rules below:
  - **You are not able to use any electronics during the exam.**
    - No cell phones, ipods, ipads, or any other device.
  - You must turn your phone completely **OFF** before the exam starts.
  - No talking or texting is permitted during the exam.
  - You can't leave the room during the exam.
  - You can't use notes or books.

Not following these exam rules may result in severe penalties including receiving an F in the course and being suspended from the college.

### ❖ **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**.

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### **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>."

All students should read carefully and thoroughly the 2012-2013 Brooklyn College Bulletin, especially pp. 25-39 for a complete listing of academic regulations of the College.

[http://www.brooklyn.cuny.edu/web/off\\_registrar/121024\\_2012-13\\_Graduate\\_Bulletin.pdf](http://www.brooklyn.cuny.edu/web/off_registrar/121024_2012-13_Graduate_Bulletin.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

### ❖ **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/web/off\\_registrar/121024\\_2012-13\\_Graduate\\_Bulletin.pdf](http://www.brooklyn.cuny.edu/web/off_registrar/121024_2012-13_Graduate_Bulletin.pdf)

### ❖ **Important Dates on the College Calendar**

Wednesday, August 28 ***First day of classes***

Monday, September 2 ***Labor Day: College Closed***

Tuesday, September 17 ***Last day to drop a course without a grade***

Wednesday, September 18 First day to apply for **W grade\***

Monday, October 14 Columbus Day—***College Closed***

Tuesday, October 15 Conversion Day: Classes follow a **Monday schedule**

Friday, November 8 ***Last day to apply for withdrawal (i.e., W grade) from courses\****

Monday, December 16 ***Reading Day***

Tuesday December 17 – Monday, December 23 ***Graduate students: Last Classes or Final Examinations***

\*When you DROP a course, it will not appear on your transcript. When you WITHDRAW from a course, a W will appear on your transcript, but it does not count in your GPA. If a student withdraws or drops a course during the first week of class they are 25% liable for tuition, the second week of class 50% liable, the third week of class 75%, and the 4<sup>th</sup> week of class or thereafter there is a 100% tuition liability.



TM

## ❖ General

This is a 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. University-wide the **ABS grade** designation is no longer in use. Students are not entitled to an INC grade and it is at the faculty member's discretion. 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

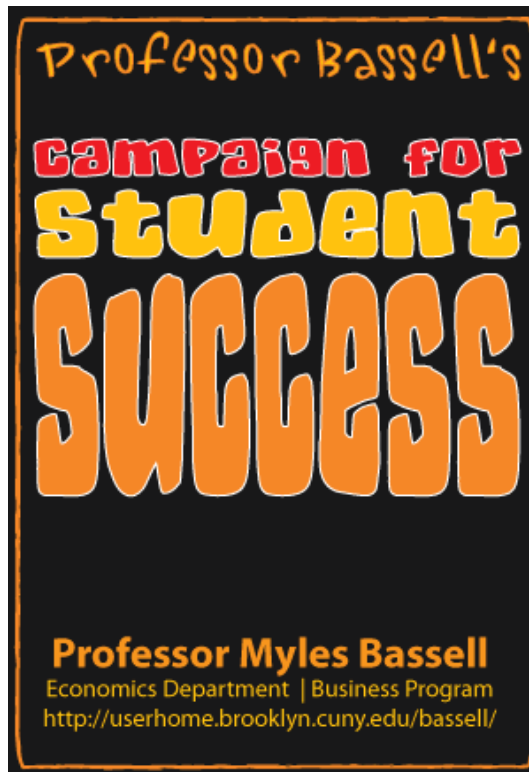
<http://www.microsoft.com/windows/windowsmedia/player/10/default.aspx>



Brooklyn College, School of Business, Graduate Program

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

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- ❖ Teaching Portfolio <http://userhome.brooklyn.cuny.edu/bassell/teachingportfolio>
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## **Bibliography**

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