# Foundations of Marketing Management – MBA506A

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<tr>
<th>Instructor Name:</th>
<th>Guy Gessner, Ph.D.</th>
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<td>Contact Information:</td>
<td>Email: <a href="mailto:Gessner@canisius.edu">Gessner@canisius.edu</a>, Phone: (716) 888-2639</td>
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<td>Office Hours</td>
<td>Tuesdays, 5PM-6PM, Tower 403</td>
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## Course Description:
This course provides a survey of the various environmental factors that affect marketing strategy decisions as well as the variety of strategic marketing decisions themselves. It also examines the research and other information gathering techniques available to managers and the psychological and economic foundations for consumer and buyer behavior. An understanding of buyer behavior is applied to the preliminary steps of segmentation of markets, targeting of segments and positioning of market offerings. The breadth of the material covered in this course prohibits an in-depth treatment in any area, yet cases and other forms of application to real world problems are used throughout the course to develop a richer understanding of the material covered.

## Academic Integrity
Students are expected to know and understand college policies with regard to Academic Integrity Code. Violations of academic integrity will be prosecuted fully. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well. If you have any questions about this policy, please see the instructor.

## Attendance Policy
Attendance is expected for all class sessions

## Accessibility Support Services
The GRIFF Center for Academic Engagement provides comprehensive programs, tutoring services, and resources to support student academic and career success. If you would like to learn more about academic support, please stop in Old Main 013 or call 716-888-2170. Visit the GRIFF Center webpage at: http://www.canisius.edu/griff-center/

Accessibility Support (716-888-2170), which is located in the Griff
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<th>Center for Academic Engagement (OM 013), is responsible for arranging appropriate academic accommodations for students with documented disabilities. If anyone in this course falls into this category, please contact Accessibility Support so that an appropriate course of action may be determined. For additional information, see <a href="http://www.canisius.edu/dss/">http://www.canisius.edu/dss/</a></th>
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| Students will demonstrate knowledge of:  
1. 4 P’s of Marketing  
2. Bases and resources for B2C and B2B market segmentation  
3. The role and risks associated with branding  
4. The stages and strategies in the Product Life Cycle |
| Learning Goal 1: MBA graduates will understand global operations management and marketing concepts. Students will:  
  - Objective A: Explain how value is created and managed throughout the product lifecycle, using marketing strategy and supply chain management in a dynamic environment;  
  - Objective B: Demonstrate a capacity to apply business knowledge in new and unfamiliar circumstances through a conceptual understanding of relevant disciplines.  
Learning Goal 3: MBA graduates will have a fundamental knowledge of human behavior and market structures in a global context. Students will:  
  - Objective A: Demonstrate an understanding of how cultural differences and human diversity impact business decisions |
| Included in the final grade are:  
1. Midterm and Final Exams worth 100 points each  
2. 4 assignments worth 50 points each  
Final grades are based upon the percent of 400 points received. 90%+ is in the A range, 80%-89% is in the B range, 70-79% is in the C range, less than 70% is a D. Assignment of a +/- grade within a grade range is the discretion of the instructor. |
| The topics covered are Chapter 1-21 in the textbook. The schedule is posted in the Calendar in Desire 2 Learn, the LMS for this course. |