

Marketing Management -

MRKT 231-550

Winter session, 2015

INSTRUCTOR:

Denise Hughes, M.B.A.

dhughes@westfield.ma.edu

COURSE OBJECTIVES:

- To introduce students to the concepts & theories that comprise marketing management
- To help students assess and solve practical marketing problems
- To develop students' understanding of the role of marketing in an organization
- To provide a foundation for advanced marketing and other business courses

GRADING

Your course grade will be computed as follows:

Weekly Quizzes: 30%

Homework Assignments: 40%

Discussion Forums: 30%

QUIZZES

There will be a quiz corresponding to each chapter being covered. Each quiz will consist of 20 multiple choice questions. You will have one hour to complete each quiz.

HOMEWORK ASSIGNMENTS

GRADING DISCUSSION FORUMS

Discussion Forums are graded based on the quality of your original posting to the question(s) as well as your participation in the overall discussion. The more that you demonstrate knowledge acquired from the chapter, the higher your grade will be. This is done by linking concepts learned in the chapter to your answer. In addition, adding relevant information from personal experiences or using examples acquired from other sources will also