



Fisher College Course Syllabus

MBA6500 Marketing Management and Analysis Credits: 3

COURSE DETAILS

Course Description

In MBA 6500 Students explore how marketing, culture, and behavior influence American firms doing business domestically and internationally. The course also focuses on the paramount process of global marketing through e-commerce and offers alternative perspectives on the complex issues that impact organizations. Topics include emerging views of consumer behavior; organizational adaptation to domestic market, and work patterns; and ethical issues that firms and individuals must recognize and respond to in order to live and work in virtual communities.

Course Learning Objectives

This course will provide students with the opportunity to:

1. Select and apply formal research methodology for marketing research.
2. Evaluate business functions, products and marketing mix for proposed or current countries of operation.
3. Analyze phased internationalization, global marketing, and shot-in-the-dark methodologies.
4. Evaluate constraints, including cultural, geographic, and economic differences.
5. Evaluate and apply transnational standardization and brand identities.
6. Apply appropriate research design techniques for product focus and product launches.
7. Apply the importance of follow-up, forecasting, and matrix management.
8. Evaluate how electronic commerce fits into economic structures in which businesses operate.
9. Analyze best practices in incorporating business strategies and technologies.

Achievement of learning objectives will be contingent on student effort, ability, and engagement.

Required Text and Other Materials

For the most current textbook information, please visit the bookstore:

<https://bookstore.mbsdirect.net/vbm/fisher.htm>



Grading Policy

Faculty will provide detailed grading policies in each class syllabus. Please refer to Blackboard once the term begins.

Fisher College Grading Scale

<u>Letter</u>	<u>Points</u>
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
F	69 or below

COURSE POLICIES

Attendance Policy

Students are expected to attend all face-to-face classes and be active online or blended components of their classes.

- On the weeks there are Live Online Class Meetings (either on Blackboard Collaborate or Microsoft Teams) there will be no discussion questions. Professors have the ability to add more Online Class Meetings and discussion questions as they see fit.

Faculty will provide detailed attendance policies in each class syllabus. Please refer to Blackboard once the term begins.

If you believe you are likely to fail, you have the option of withdrawing from this course to avoid a negative impact on your GPA. The last day to withdraw is 10 days prior to the end of the term.

Live Online Class Meetings

Participation in Live Online Class Meetings (either utilizing Blackboard Collaborate or Microsoft Teams) is required in all Fisher College School of Graduate Studies online courses. Participation is defined as attending and interacting in the live environment. Fisher College instructors offer an alternative (recordings) to the students who are unable to attend live, in an effort to keep online education as flexible as possible.

For an 8-week course there will be a minimum of four Online Class Meetings for online courses. To receive credit for a session you must have both a web camera and microphone working during the session. Use of hardware is not optional.

For online courses, students are required, by the end of the first week of the semester, to upload a professionally appropriate image of themselves (i.e. a headshot) to be displayed as



their profile picture for both your Bb Profile and Microsoft Teams. Steps to complete this task can be found on the [Blackboard Help Page for Student Profiles](#) and the [Microsoft Support](#) pages.

Recorded Online Class Meetings

Virtual classes through Collaborate or Teams are recorded. Massachusetts law requires that parties to a recorded conversation be informed of the recording and consent to the recording. If you do not consent to being recorded, you do not need to participate in the class conversation either verbally or in writing (i.e., chat function or polling feature). You will not be penalized for lack of participation. If you do not consent to being recorded, you must email the instructor in advance.

Library Component

Online databases, periodicals and books available through the library are required to be used to successfully complete this course. APA research reference and citations from these sources, as well as any public library sources are required for all research papers and projects. School of Graduate Studies students in all course work will develop and must display the following information literacy skill set:

1. The ability to create criminal justice related research questions.
2. The ability to use the appropriate research and analysis method that supports a research question.
3. The ability to select the appropriate database from the college library database system based on the data requirements for a research question.
4. The ability to select appropriate books and periodicals from the college and public libraries based on the data requirements for a research question.
5. The ability to evaluate the validity of the data collected based on the scholarly and professional merits of the information reviewed.

Writing and Research Standards

Graduate level writing and research requires extensive documentation and attention to detail. Unless otherwise directed by an instructor the expository writing method will be utilized for all assigned writing and research learning activities. Additionally, all such assignments requiring secondary data sources will be documented using American Psychological Association (APA) citation and reference techniques. The *APA 7th Edition Manual* will be the source reference for American Psychological Association citation and reference techniques, and writing style. However, modification to those headings (but not citations and references) may be required by an instructor or Fisher College. Proper grammar, correct spelling, and punctuation are also areas that will affect the final grade for writing and research assignments. Only professionally or academically credible secondary data sources will be used. **The use of twitter feeds, blogs, editorials, advertising, open source, and position based data sources are not considered**



credible and are prohibited. Lastly, these standards will be included in the rubrics for all writing and research learning activities.

FISHER COLLEGE POLICIES

Communication

Students are required to use their Fisher College email addresses when communicating with faculty or administrators at Fisher College. This practice ensures proper security of student related communications. Communication in person or via email is expected to be professional and respectful. Violations are subject to disciplinary action as identified in the Student Code of Conduct Civility policy.

Student Accessibility Services Statement

Fisher College complies with federal legislation for individuals with disabilities (Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, and the ADAA of 2009) and offers reasonable accommodations to qualified students with disabilities. For accessibility purposes, some classes may be recorded.

For students who require classroom accommodations, please notify the Office of Student Accessibility Services/OSAS. Accommodations are arranged through OSAS, which will issue a confidential Disability Services Accommodation Form. This should be accomplished during the first two weeks of class. If you have questions about the process, please contact OSAS by calling 617-671-4429. You may also contact OSAS via email at OSAS@fisher.edu.

Diversity Statement

Fisher College values the diverse backgrounds of its community members. We are committed to the exchange of ideas through inclusive dialogues and fostering a respectful environment where there is zero tolerance by faculty, staff or students for racism, sexism, xenophobia, and other forms of bigotry.

Class and Homework Expectations

The following chart outlines the number of hours that students should expect to spend in each 3-credit course.

Class Format – 8week term	Classroom Instruction	Online Instruction	Homework/ Out-of-Class	Total Hours per Week	Total Hours per Term
Online	0	6	11	17	135



Academic Integrity Statement

All students are responsible for maintaining high standards of honesty and integrity in their coursework. Students found guilty of academic dishonesty subject themselves to academic sanctions up to and including expulsion from the College.

Academic Dishonesty includes but is not limited to the following:

- Unauthorized copying, sharing or collaboration on assignments
- The use of unauthorized technology, notes, slips, copying or other illegal means to give or receive answers during examinations or on assignments
- Self-plagiarism: Using an assignment for more than one class, without the permission of the instructor
- Plagiarism: The use of ideas or words of another person without proper citations, written or in presentations. A student should consult his/her faculty when questions arise as to when and how to properly acknowledge the work of others within his/her own oral or written expression
- Contract Cheating: Purchasing assignments or hiring an individual to complete coursework. The College expects that every assignment, such as essays, research papers, lab reports, oral presentations, and examinations, be the product of the student whose name appears on the work
- Fraudulent Course Participation: It is dishonest to share your user login to any class and allow anyone other than yourself to take part in any aspect of your academic coursework for pay, or just for assistance

If a student is found to have violated the Fisher College Academic Integrity Policy, penalties ranging from a zero on the assignment through dismissal from the College will be imposed based on the nature of the violation. The full policy can be found on the Fisher College Web Site and Code of Conduct.

Student Code of Conduct & Online Etiquette

All students of Fisher College are expected to abide by the Student Code of Conduct, as published in the Student Code of Conduct and the Fisher College website. Please review this important information. In addition, students are expected to abide the following:

In the online course environment:

- ✓ Respect others and their opinions.
- ✓ Choose your words carefully. Humor is not easily detected through words alone, and it may be misinterpreted.
- ✓ Do not type in all caps. This is viewed as yelling.
- ✓ Use proper English, grammar, and punctuation. "Texting" lingo and abbreviations are not acceptable.
- ✓ All email communications must be sent using your Fisher College email address. Also, be sure to sign your full name to all email communications.
- ✓ Always spell check.



During Live Online Collaboration:

- ✓ Turn off microphone when not in use.
- ✓ Be mindful of your surroundings and privacy of family members. Only students should be present on camera.
- ✓ Stay focused. Do not multitask with emails, phone calls, papers, etc.
- ✓ If you need to step away from the session, use the "Away" function.
- ✓ Use the "Raise Hand" function to ask a question, and then wait to be called on.
- ✓ Proper Attire is required.

This course syllabus and outline is subject to change. Students are responsible for attending classes and visiting Blackboard to ensure they are up to date on any changes that take place.

Please refer to the Fisher College catalog for additional policies.