Office:
Office Phone:
E-Mail:

The best way to contact me is by email. I usually answer email several times a day.
If you want to meet with me in person, come in the office anytime my door is open.
If you want to make sure I am available for you at a specific time, set up an appointment by email or phone.

This is what a former student had to say about my course...
"Dr. Stan, just wanted to let you know that the marketing plan I did for your class last semester
is being incorporated into my company's current restructuring...and that I have just been given a
key position to help roll it out. So, I just wanted to thank you for making me suffer through
statistics. This has been the quickest I think an academic experience has ever translated into a
real world benefit for me. Thanks again for the great class. You got a lot through to me, even
through the internet."

Course Objectives

This course is intended to provide an introduction to the principles and practices of marketing and
statistics. The course is for students who have little or no experience and/or academic training in these
subjects and therefore do not have the prerequisites in marketing and/or statistics for the MBA
program. Please note that this foundation course is equivalent to two full semester undergraduate
courses (marketing and statistics) and therefore you are expected to put a fair amount of work in it.

The course covers all major aspects of marketing and basic statistics and provides a solid foundation
for further work in these domains. While the two subjects may seem unrelated, in reality, good
marketing practice is heavily based on quantitative data and statistical interpretations. High performing
marketing managers are strong in both quantitative and qualitative analysis and are able to ground their
creative development of marketing strategy in solid data. In this class you will learn the principles and
theoretical fundamentals of statistics and apply them in the context of a marketing research project.
However, once you understand the statistics methods you can apply them in any other context.

The overall objectives are to help you learn and understand:
1. how to manage the process of creating, communicating and delivering value to customers
2. how to correctly apply basic marketing concepts and terminology to problems and
   opportunities faced by marketing managers
3. how to structure the information needs for managerial decision making and collect the
   relevant data
4. how to use statistics methods in analyzing and interpreting the data needed for managerial
   decision making
5. how to develop a basic marketing plan grounded in market research
**Course Conduct**

This is an Internet class that is self-directed. You will get your money’s worth only if you invest time and effort in it. I will do all I can to help you but it is your responsibility to guide your effort by studying hard, choosing an appropriate project topic, and doing a thorough job on it. You are expected to read and study the textbook as necessary in order to master the assigned material. We will “meet” **once a week in the Adobe Connect (AC) class** to discuss the assigned readings. In most sessions I will do a lecture (with power point slides) to explain the material and answer your questions. While **you are not required to participate in these classes**, it is advisable for you to participate in as many sessions as you can to gain the most out of this course. Besides, the AC sessions are a lot of fun and create a sense of classroom community.

I am also available via email to help you with the course and the assignments. I encourage you to communicate with me early and as often as necessary to address any questions or issues related to the class and its assignments. Please try to also email to each other and get together if possible. **However, note that all work turned in for a grade must be your own.** I assume that students are familiar with the UM Student Conduct Code: [http://life.umt.edu/vpsa/student_conduct.php](http://life.umt.edu/vpsa/student_conduct.php)

I expect you to practice academic honesty in all aspects of your work.

Please follow carefully the schedule of the course. The due dates for all exams, assignments and project stages are **SATURDAY 8:00 PM OF THE RESPECTIVE WEEK. Late work will not be accepted (unless you clear this up with me ahead of time).** Do not fall behind on course material. There is a large amount of material in this course and, if you get behind, it will be very difficult for you to catch up.

**The Online Course Sites**

The course is managed in Moodle: [https://moodle.umt.edu/](https://moodle.umt.edu/)

You will need to check the site regularly for assignments, course materials, feedback, grades, etc.

We will meet once a week **THURSDAY 5:00-7:00 pm**, in an Adobe Connect (AC) session at [http://bumt.adobeconnect.com/mktg560/](http://bumt.adobeconnect.com/mktg560/).

These meetings are **recorded** so you will be able to review them at your convenience if you cannot participate on a particular day. While participation in each session is not mandatory, it is highly recommended. I will go through the course material, show and discuss lecture slides, demonstrate how to perform statistical analysis, and answer your questions. See tech instructions in Don’s email. Make sure to follow Don’s instructions and work with him to correct your problems. I cannot help you with the technology. If you join this course late, make sure to contact Don at don.helliwell@business.umt.edu

**Course Materials**


We will use Excel for all statistical applications. You need to download the **Excel Data Analysis ToolPak** (Go to File → Options → Add-Ins → Excel Add-Ins → Go → Analysis ToolPak → OK; Data Analysis should show up in your tool bar under Data). Make sure you have reliable access to Microsoft
Office/Excel under Windows (or Vista). As much as I know, Macs don’t work because that Excel version does not have the statistical functions; however you can set up a Mac to work as a PC under Windows. It is your obligation to make sure that your tech system and access to Adobe Connect and Excel works.

**Performance Evaluation:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two exams @ 100 points each</td>
<td>200</td>
</tr>
<tr>
<td>Four assignments @ 25 points each</td>
<td>100</td>
</tr>
<tr>
<td>Marketing Plan Project</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

Course grades are assigned as follows:

- A (92 - 100%)
- A- (90 – 91.9%)
- B+ (87 – 89.9%)
- B (80 – 86.9%)

*Any score below 80% means FAIL for this type of course.*

**Exams**

There will be two exams (not cumulative) consisting of open ended questions and short essays. The exams are open book open notes but you will have a limited time (three hours) to answer the questions. I will post the exams in Moodle and you will have three hours from the moment you open the file until you email me your response. You can take the exam at any time during the assigned week but no later than Saturday 8 pm. Moodle keeps track of the time you access the exam. The best way to prepare for the exams is to follow the lecture slides and materials posted in Moodle and discussed in the AC sessions.

**Project**

You will propose a new product or an extension/modification of an existing one in a product category of your choice (the concept of “product” includes “services”). Ideally, if you work for an organization or own your own business that has a suitable product or service, you should write the marketing plan for it. If not, find an interesting new product/service idea that you might be interested to develop into a small business. In summary, your plan will include an industry/competition analysis, market segmentation and customer value analysis, target market selection, positioning strategy, and marketing mix recommendations. In order to recommend a suitable marketing mix, you will need to perform a marketing research study. You will design a 2 page questionnaire, sample your target market, and collect data from 50 respondents. You will perform every type of statistical analysis covered in class on this database and interpret the results. Your research results should logically support your managerial recommendations. More instructions will be posted in Moodle.

*Note: I recommend you team up with a colleague and do the project in teams of TWO (not three or more!) You are allowed to do the project alone though.*

**Assignments**

There will be four assignments, 25 points each. I will post detailed instructions for each assignment in Moodle. Please check the site regularly and observe the deadlines for each assignment. Please check and participate in the asynchronous chat sessions in Moodle. These are designed to provide students with an opportunity to interact with each other, discuss the application of course content to their own business experiences, and provide feedback regarding specific discussion questions that will be posted in Moodle.
## Course Calendar and Topics

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapters Discussed in Adobe Connect Class</th>
<th>Assignments &amp; Project Steps. Assignment deadlines are on SATURDAY at 8 pm.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Tech set-up. Check in with Don and make sure your computer is set up for AC.</td>
<td>Start reading the first textbook chapters. Think about project topic. NO AC class this week</td>
</tr>
<tr>
<td>Week 2</td>
<td>Mktg 1 &amp; 2. Marketing. Elements of Marketing Strategy and Planning</td>
<td>First AC class is this week Thursday 5:00 pm.</td>
</tr>
<tr>
<td>Week 3</td>
<td>Mktg 4. Managing Marketing Information Stats 1. What is Statistics</td>
<td><strong>A#1: Self Introductions and Project Topics</strong> (see Moodle for requirement description)</td>
</tr>
<tr>
<td>Week 4</td>
<td>Stats 2, 3, &amp; 7. Describing Data: Frequencies, Graphs, Numerical Measures. Normal Distribution</td>
<td><strong>Begin A#2: Current Issue Analysis</strong></td>
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<tr>
<td>Week 5</td>
<td>Mktg 5. Understanding Customers</td>
<td></td>
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<tr>
<td>Week 6</td>
<td>Mktg 7. Segmentation, Target Marketing, and Positioning</td>
<td><strong>A#3. Descriptive Statistics and Graphs Exercise</strong></td>
</tr>
<tr>
<td>Week 7</td>
<td>Midterm Exam. Work on Project (No AC Class)</td>
<td><strong>Midterm Exam</strong></td>
</tr>
<tr>
<td>Week 8</td>
<td>Stats 8 &amp; 9. Sampling Methods and Confidence Intervals</td>
<td><strong>Project: Situation Analysis and Market Study Questionnaire</strong></td>
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<td>Week 9</td>
<td>Mktg 8 &amp; 9. The Product Experience</td>
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<tr>
<td>Week 10</td>
<td>Stats 10 &amp; 11. One- and Two-sample Tests of Hypotheses</td>
<td><strong>Project: Complete Data Collection</strong></td>
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<tr>
<td>Week 11</td>
<td>Stats 12 &amp; 13. Analysis of Variance. Regression and Correlations</td>
<td><strong>Project: Coding Sheet and Descriptive Statistics with Graphs</strong></td>
</tr>
<tr>
<td>Week 13</td>
<td>Mktg 13. Integrated Marketing Communications (last AC Class)</td>
<td><strong>End A#2: Current Issue Analysis</strong> <strong>Project: Statistical Analysis and Interpretation of Market Study Results</strong></td>
</tr>
<tr>
<td>Week 14</td>
<td>Final Exam. Work on Project (No AC Class)</td>
<td><strong>Final Exam</strong></td>
</tr>
<tr>
<td>Week 15</td>
<td><strong>Finals week (No AC Class)</strong></td>
<td><strong>Final Project Report</strong></td>
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