

## **MKT 3901 Current Issues in Marketing**

### **Alicante, Spain Summer Study Program 2010**

---

**Professor:** John F. Bennett, Associate Teaching Professor of Marketing, University of Missouri

**Teaching Philosophy:** I believe that knowledge of course content, while important, is only the first step toward good teaching. A mastery of knowledge in one's subject area is not of much use if it cannot be communicated effectively. Consequently, while I make every effort to keep current within my discipline, I am also continually looking for ways to become a more effective communicator of what I have learned. I view teaching as "*identifying ways to help students to learn*" as opposed to "*covering the content*."

In my teaching, I use pedagogical techniques that encourage students to get involved in learning rather than being passive observers. I continually seek ways to release myself from the responsibility of providing ALL the instruction in my classes. I believe that students should be expected to tackle the act of learning themselves; the instructor guides the process but does not give "the answer."

**Contact:** [bennettjf@missouri.edu](mailto:bennettjf@missouri.edu)

---

#### **Overview of the Course:**

Marketing does not operate in a vacuum, but rather in a complex and changing marketplace environment. The environmental forces faced by marketers offer both opportunities and threats and can have a significant impact on strategic and tactical decisions made by marketers. By carefully studying the environment, marketers can adapt their strategies to meet new marketplace challenges and opportunities.

In this course, we draw from current business periodicals to raise our awareness of what is happening in the marketing environment and how trends and events at both the micro and macro level affect industries, markets, and the effectiveness of strategies that marketers employ. We will also have an in depth discussion of several key issues that potentially could impact every industry and consumer in the global marketplace.

---

#### **Learning Outcomes:**

After completing this course, you should be able to:

- Describe the environmental forces that affect the company's ability to serve its customers.
- Understand how environmental forces can offer both opportunities and threats for marketers.
- Understand how marketing strategies can be adapted to meet new marketplace challenges and opportunities

- Explain the key issues and challenges currently confronting marketers in the global market.
- Understand the challenges and opportunities faced by marketers in Spain.

**NOTE:** These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a program of self-study as well. In that sense, a complementary objective of the course is to provide you with an environment that will encourage and reward your own intellectual effort, while simultaneously maintaining rigorous standards that identify those who are motivated to pursue excellence in their own educational preparation for a career in business.

**Course Format:**

The course will consist of the following components:

- Assigned readings – Several readings focusing on contemporary marketing issues will be assigned during the program. These readings are available on the course website. You can expect to be called upon in class on several occasions to discuss the articles. If you are unable to discuss an article because you did not read it, you will lose class participation points.
- Debates – Each student will be assigned to a group that will be given two positions to defend in a debate style format. Each debate will include two groups defending opposite sides of the same issue. The position you are to defend will be given in class. You are required to submit a brief following each debate with a fully constructed analysis of your argument including the key pieces of evidence used for each line of reasoning.
- Marketing in Spain Assignment – Each student will be paired with a student from another country and assigned to work on a marketing project. Instructions for the project are on the course website.

**Class Attendance and Participation:**

To meet the objectives noted above, it is essential that you attend class **and** be a frequent contributor to class discussions. Therefore, attendance is mandatory and you will be expected to participate in class discussions.

**Grade Determination**

Class Participation.* .....	25%
Marketing in Spain Assignment.....	20%
<u>Debate Briefs (2).....</u>	<u>55%</u>
TOTAL -----	100%

\*Your attendance and willingness to discuss the assigned readings and debate topics will determine your class participation grade.

**NOTE: This course is graded on a pass/fail basis. To earn a passing grade, your final average must be 75% or above.**

