# MBA Seminar

## MBA 661A Marketing Management/MGMT 561 Marketing Concepts & Planning

**Fall Quarter 2015**  
Tuesday's 6:30 – 9:30 pm  
10/06/2015- 12/08/2015  
Classroom: Refer to MyBenU

## Course Prerequisites

Based upon the graduate catalog, the following are prerequisites for this class for MBA students:  
MBA 530/Organizational Behavior & MBA 541/Analytical Tools for Management Decisions

## Instructor Contact Info

Ann Fulmer, MS  
Senior Lecturer  
Cell Phone: 630.677.1620  
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Email: afulmer@ben.edu and annfulmer@sbcglobal.net  
Meetings are scheduled by appointment.  
Please call or email the instructor.

## Course Objectives

As a result of this course, students will be able to:  
- Define the key marketing terms, concepts and principles.  
- Contrast the concepts of market segmentation, product differentiation, and positioning.  
- Develop a comprehensive marketing plan and discuss the features of the plan.  
- Identify sustainability and the impact of eco-friendly trends in marketing.  
- Apply marketing strategies for service-based businesses.  
- Examine the purpose, use, and applications for market research.  
- Discuss the importance of brand management.

## Class Overview and Grading

The grade for this course is developed on a point system. Points can be earned through class participation, individual and group exercises, exams and development of marketing plan and presentation.

**Please note that this class may require one offsite visit during the time class is scheduled in preparation for the marketing plan (scheduled for Tuesday, October 13, during class meeting time). All students are expected to attend and points are allocated toward your final grade for this participation.**

Further details and explanation on course expectations and point system will be presented during the first day of class. Please be sure to have a copy (electronically or print) of the syllabus and marketing plan project to reference during class. Both documents will be available on D2L by or before Monday, September 28.

## Required Text:

RESERVE YOUR BOOK AHEAD OF TIME BY VISITING [http://ben.bkstore.com/default.asp?m=0201](http://ben.bkstore.com/default.asp?m=0201)

## Important Reminders

Students are expected to check the class Desire2Learn (D2L) site prior to the first night of class and on an on-going basis.

Please have both the comprehensive course syllabus and marketing plan project available to reference during each class either electronically or hard copy. This will be discussed in detail the first day of class.

Remember...to stay in business you must profit...to profit you must sell and to sell you must market!

## Pre-Class Assignment for Session #1:

1. Read Chapter 1: Creating Customer Relationships and Value through Marketing  
2. Read Chapter 2: Developing Successful Marketing & Organizational Strategies  
3. Review Appendix A  
4. Bring a vision and mission statement: this can be from your company or one from another organization  
5. Be prepared to have some fun!!
Ann Fulmer is a marketing communications professional with over 24 years of experience in developing effective integrated marketing communications programs, education and training, market research, event management and writing and design.

In addition to teaching, Fulmer is also the Director of Operations at Special Gifts Theatre, a therapeutic and recreational drama program for individuals with special needs. Responsibility includes management of marketing, fundraising/development, grant writing, and finance. She has assisted in the growth of the organization increasing the number of staff, locations, programs and students in the program. She has successfully produced promotional materials for such shows as “Annie”, “Willie Wonka and the Chocolate Factory” and the “Grease.” She also provided assistance in coordinating their 10 year anniversary celebrations including a Gala, conversations with Disney Corporate and the delivery of the musical production, “High School Musical 1.”

Fulmer has served as Principal to Marketing Solutions Plus, a strategic planning, business development and communications company. This has allowed for a diverse portfolio of clients including for-profit service corporations, non-profit associations and other municipalities covering a wide array of industries.

Ann’s prior experience includes a ten-year marketing communications career at Marianjoy Rehabilitation Hospital and Clinics. Throughout her career she was promoted to several corporate positions, which included marketing specialist, internal marketing coordinator, account executive and market research specialist. Ann interfaced with more than 300 employees and seven off-site locations, coordinating marketing materials and providing feasibility studies for future growth.

Fulmer also serves on the MBA Faculty of Keller Graduate School of Management of DeVry University teaching marketing and advertising where she was awarded the Faculty Excellence Award for exceptional teaching and outstanding performance.

Ann Fulmer is an honors graduate of Roosevelt University where she received her Masters of Science in Integrated Marketing Communications and her Bachelor of Science Degree in Business & Economics with a minor in Communications from Elmhurst College. She has been selected and is a member of the Sigma Beta Delta Honors Society at Benedictine University and has been promoted to Senior Lecturer.