



Figure 1: Rutgers Logo

Marketing Management
53:630:508
Term: Spring 2026
Mode of delivery: Online

Professor: Jeffrey Podoshen
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Office Hours: by arrangement

Course Description

Marketing management is defined as the “art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value” (Kotler and Keller 2012, p. 3). This course addresses the management challenges of developing products and services that deliver value by designing the best combination of marketing variables to carry out a firm’s strategy.

Course Learning Objectives

The primary objectives of the course are to:

1. Examine and closely study basic concepts of marketing strategy;
2. Appreciate the power of these concepts when they are used as guides for understanding business management problems and developing marketing programs;
3. Develop a disciplined approach to the analysis of marketing situations;
4. Hone decision-making skills by making and defending marketing decisions in the context of realistic problem situations with incomplete information; and
5. Make connections between marketing and other areas of business.

School of Business-Camden Program Learning Goals

Learning Goal: Critical Thinking and Analytical Decision Making

Students will be able to critically interpret and synthesize information and data to solve business problems.

Learning Goal: Communication – Impact and Effectiveness

Students will demonstrate effective oral and/or written language skills.

Learning Goal: Global Perspective

Students will demonstrate an ability to understand and evaluate diverse business environments in which firms operate globally.

Learning Goal: Ethical Reasoning

Students will realize that organizations and their actions affect different stakeholders; they will demonstrate the ability to identify and weigh the ethical implications of these actions.

COURSE MATERIALS:

1. Textbook by Greg Marshall and Mark Johnston 4e (2023), *Marketing Management*, McGraw-Hill. ISBN: 9781260381917

2. PharmaSim: The Marketing Management Simulation by Interpretive Software. PharmaSim will send an ID and password to the email address Rutgers has on file for you by the end of Week 2.

3. Cases. Each student must purchase the cases and Harvard articles for our class at:

<https://hbsp.harvard.edu/import/1359936>

This coursepack contains Case #1 (McDonalds) Case MH0081-PDF-ENG and Case #2 (Roblox) 523028-PDF-ENG

Narrated lectures, readings, and other posted material is available on the class Canvas site. This course may also use various periodicals and websites (Wall Street Journal, Financial Times, etc) as a supplement.

How to succeed in this course

- Read all text material assigned for each class
- Follow instructions in all assignments
- Start assignments early and get feedback from the instructor if you are confused about something
- Consult/meet with the professor immediately when you need help.
- If an online tool is used (Canvas, specific software, etc.) ensure that you can access and use it appropriately.

Diversity Statement

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may be different from their own.

Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be handled with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

Pronouns

This course affirms people of all gender expressions and gender identities. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

Chosen Name (Preferred Name)

If you have a chosen name or preferred name other than what is listed on the roster, kindly let me know.

COMMUNICATION and USE OF CANVAS

EMAIL- USE YOUR RUTGERS EMAIL ADDRESS

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary.

Not checking your Rutgers email is not an excuse for missing any communications.

CANVAS

Canvas is the learning management system used for this course. Posted will be the syllabus, resources, Power Point slides, announcements, guides, etc. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course in the dashboard. For technical support 833-648-4357 or help@camden.rutgers.edu.

Class Materials:

All class materials can be obtained via Canvas. You are strongly encouraged to access this course via Canvas several times a week. You can imagine that the class seamlessly "runs" through from day 1 (Tuesday) to day 7 (Monday).

CLASSROOM POLICIES

Exam, Quizzes, Assignment Make-up Policy

Make-up Work Policy: If, for a university-approved reason, you cannot complete a quiz, assignment, or exam during the scheduled time, you must give me written notice via email (jpodoshe@camden.rutgers.edu) at least one week in advance so that other arrangements can be

made. If the situation does not allow for advance notification (e.g., emergency hospitalization), contact me as soon as possible after the missed work and provide written documentation. The ability to make up work for non-university approved reasons is not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

Late Work Policy: All work must be completed and uploaded to Canvas by the specified due date (with the exception of a university-approved, documented, and professor or Dean of Students verified reason; see Make-up Work Policy above). Any work submitted after the due date and time will receive a reduction of one full letter grade for each day that it is late with more severe deductions for repeated late assignments.

Incompletes: "Incompletes" will only be given through prior consultation, under extreme circumstances, and when completion of the course requirements in question would substantially improve your grade. In the rare event when an "incomplete" is given, you must submit all of the agreed-upon work to me by the Rutgers registrar deadline to avoid the "incomplete" converting to an "F": <https://registrar.camden.rutgers.edu/gradeinstruction#incomplete>.

Assessments

WRITTEN ASSIGNMENTS – There will be a number of written assignments in this course that will require you to integrate material, concepts and theory from the class into specific contexts. Details about each of these assignments and rubrics for scoring are provided on Canvas. Some of the assignments will require you to work collaboratively with other students.

SIMULATION – There will be a simulation utilized in this course that contains nine rounds. All rounds must be completed by the specified due dates. You will complete this simulation as teams.

DISCUSSION BOARD ACTIVITY - There will be some discussion board activities in this course. Discussions may involve any combination of prepared materials, journal articles, textbook readings, mini-cases, problems, videos, or other resources. Grading rubrics are available in Canvas.

There is no extra credit in this course. Perform and submit your very best work the first time as you will not have the opportunity to resubmit work.

Course Grading

The assignment of final grades, the course requirements will be weighted approximately as follows:

Simulation 100 points

Case Studies 200 points

Discussions 165 points

Short Papers 25 points

Final Paper 35 points

Final Grade Ranges

90 and above	= A
87-89.99	= B+
80-86.99	= B
70-79.99	= C
70>	= F

Disability Services/Accommodations

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you and your instructor with a Letter of Accommodations. Please discuss the accommodations with your instructors as early in your courses as possible. To begin this process, please complete the [registration form](#).

Academic Integrity

The Academic Integrity policy can be found at <https://studentconduct.rutgers.edu/processes/university-code-student-conduct> <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

Rutgers University takes academic dishonesty very seriously. By enrolling in this course, you assume responsibility for familiarizing yourself with the Academic Integrity Policy and the possible penalties (including suspension and expulsion) for violating the policy. As per the policy, all suspected violations will be reported to the RU-Camden Dean of Students.

Academic dishonesty includes (but is not limited to):

- cheating*
- plagiarism*
- aiding others in committing a violation or allowing others to use your work*
- failure to cite sources correctly*
- fabrication*
- using another person's ideas or words without attribution*
- re-using a previous assignment*
- unauthorized collaboration*

– sabotaging another student’s work

If in doubt, please consult the instructor. Please review the [Academic Integrity Policy](#). Information is also available at the RU-Camden Dean of Students site: <https://camden.rutgers.edu/deanofstudents/academic-integrity>

Responsible Use of Artificial Intelligence (AI)

AI can be a valuable learning tool when used thoughtfully, but it should not replace independent learning. Research indicates that overreliance on AI use can weaken critical thinking, analytical reasoning, and professional judgment—skills vital for academic success, career advancement, and job competitiveness.

This course promotes AI use to enhance learning, not substitute for it. Students must actively engage with material, critically assess any AI-assisted work, and take full responsibility for submissions, as generative AI may produce inaccurate or fabricated information. The goal is to develop students' ability to think, reason, and communicate clearly and confidently.

Acceptable and Unacceptable Use of AI

[This syllabus statement is useful when you are allowing the use of AI tools for certain purposes, but not for others. Adjust this statement to reflect your particular parameters of acceptable use. The following is an example.]

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you or content that you put into a Zoom chat.
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. When in doubt about permitted usage, please ask for clarification.

University Code of Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space. As a student at the University, you are

expected adhere to the Code of Student Conduct.

To review the Code of Conduct and Title IX policy go to [RU-Camden Dean of Students Office](#)

Note that the conduct code specifically addresses disruptive classroom conduct, which means *"engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."*

Expectations of Classroom Civility (online or in-person)

(source: the Assoc of College and University Educators)

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. ***(In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)***

- Classroom attendance is a necessary part of this course; therefore, (include specific requirements and any impact on grades).
- You are expected to do your own work. Cheating, plagiarism, and any other form of academic dishonesty will not be tolerated and will result in sanctions.
- Meaningful and constructive dialogue is encouraged in this class and requires a willingness to listen, tolerance for different points of view, and mutual respect from all participants. All course members will be expected to show respect for individual differences and viewpoints at all times.