Advanced Marketing Management & Strategy Seminar  
BUAD888 Winter, 2013 (13W)

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NATURE & PURPOSE OF THE CLASS

The primary purpose of the seminar is to provide students an opportunity to become experts in a marketing related topic of their interest. Therefore, the seminar class is designed to allow students to research a marketing problem in greater depth and detail. Typically, an expert would be someone who is extensively familiar with the existing knowledge and practice on a topic. The seminar begins with your selection of a topic of your choice that you would like to investigate and study in depth. The Marketing Management, BUAD880 class is a prerequisite for taking the seminar class. Please note that the term paper is the entire class in this seminar and hence it will be more demanding than the papers that you may have done in the past in other classes. Please plan on spending at least the same amount of time as you would on another three-credit class. I have high expectations from you.

PROJECT SYNOPSIS

In order to become an expert, you will be searching for relevant materials in both (i) academic and (ii) professional literature. You will find academic literature in published articles in academic journals and books etc. The professional literature refers to the actual practice and body of knowledge of the practicing managers. This will be found in the professional and business publications. In addition to the literature search, you may talk to academics and professionals, to supplement your information on a topic. Basically, the project involves tracking down all that is known about a certain topic. It is very important that you investigate along both the dimensions, i.e., academic & professional, to come to a balanced and holistic view of the topic that you have selected. Towards the end of this project, you are expected to know the theory and the way in which this theory is applied.

In this course each student will select a topic within the area of marketing. This topic may be of interest and usefulness to you and I must approve it. The topic, in most cases, must also have been explored in some detail in both academic and professional literature. The topic may directly relate to your current job responsibility or to a potential future position that you hope to hold. However, a suitable project is not the same as what is already being done at the place you are employed. For example, submitting a marketing plan or a marketing research study following existing company practice and procedures is highly unlikely to be found satisfactory.

The length of the final term paper is set at 20-25 pages, exclusive of everything, i.e., exhibits, tables, references etc. Please see the detailed guidelines for preparation of a project report in a document titled Project Preparation Guidelines. I will send copy of the same as e-mail attachment when you enroll for the class. If it appears that the length of your final term paper will fall outside this range, please contact me to discuss the reason(s).
CLASS SCHEDULE

Because of the inherent nature of this class and the diversity of the topics, we will meet on an individual basis or you may communicate via e-mail/phone if you wish. Some students may prefer to schedule regular meetings with me, while others may prefer to meet or call on as needed basis. Please prepare a personalized timeline for completion of various stages listed below to finish the final term paper and let me know the dates on which you will be submitting the assignments. You may send the schedule for my approval and later all the assignments as e-mail attachments.

It would be great to see everyone complete their project during the term in which you take the class. This, however, is not likely possible for most students. I encourage you to get started as soon as possible and keep at it until it is done. Please do not put off work until the due dates.

TIMETABLE

Stage 1: Meet with me during fall 2012 semester:

Please turn in your profile sheet and at least two topics, which you may be considering to select the final topic for the term paper. Please be prepared to discuss a timeline to complete the following stages during January 2013 to March 2013.

Stage 2:

Marketing Topic for the term paper. Please select a marketing topic of your choice and submit it as an e-mail attachment. Two steps prior to converging on a final topic are: (i) preliminary literature search, and (ii) meeting with me prior to selection of a final topic. I would also suggest that everyone conduct a literature review of any topic you may be contemplating prior to settling with your final choice.

Stage 3:

Bibliography. Please submit the same via an e-mail attachment. The final list of references that will appear at the end of your project report will be somewhat different than the bibliography that you handed in today. It is because of the discovery of new citations and elimination of unrelated citations after you get more familiar with the literature.

Stage 4:

Annotated bibliography. It is an intermediate step towards completion of your final term paper. It consists of preparing a short summary of key ideas from each paper, which may be relevant to your final term paper. It is based on your reading and review of some of the literature, which you included in your bibliography. As you read the papers and books, you prepare a short summary of ideas critical to your project. Later, provide a complete citation of a paper and its summary underneath the citation, than assemble all the “citations and summaries” for completion of this assignment. Please have at least 6-12 papers read and summarized at this point in time.

Stage 5:

Outline of your term paper. It is a list of topics and subtopics to be covered in your final term paper with a brief description in only a few lines of each topic and subtopic.
Deadline for Final term Paper:

Please follow the University Calendar to finish incomplete (Grade I) work:

The drop dead deadline for the final term paper is Friday, March 1, 2013. It is based on the date specified in the University academic calendar to finish work for an incomplete class taken during winter 2013. In order to meet the University academic calendar this is the very last date by which incomplete work must be submitted because the grades are due a week after the above date. I will assess a late submission penalty if you submit your paper after the above deadline. Please do not consider this as the target date to complete your project report. Your target should be to complete your project report as soon as possible. You do not want to be working on this project during most of the following fall/spring term. I encourage you to select a target date as close as possible to the end of the term in which you are taking this class. I will assess a late submission penalty for any papers submitted after March 1, 2013.

Because of the inherent nature of this class, students sometimes elect to receive a grade of Incomplete. Students who are graduating at the end of this Session must have their papers completed within a time frame that allows a fair evaluation by the professor. Grades must be posted for graduating students during the week following the Session end. If you miss this deadline, you will receive an Incomplete.

Students with Incomplete grades on their records are not eligible to graduate. Since University policy requires students to be enrolled in their final semester, you would be placed on Masters Sustaining Status, which is the enrollment status used when all other classes have been completed and incomplete work remains. This status carries a fee of $550 (or more, in future semesters), which must be paid as if it were a tuition bill.

If you have questions regarding this policy, please see Amy Estey in the Graduate & Executive Programs Office. If you have questions regarding your course grade, please contact your professor.

Get a plan. Be diligent. Get done!