

To: Students Registered for BADM 770 – Managerial Marketing

From: Kaiya Liu, Ph.D.

Subject: Welcome to BADM 770

Welcome to Managerial Marketing! My name is Kaiya Liu and I am pleased that we'll be spending the fall semester together as we discuss many aspects of marketing and its importance to the success of firms. I am an assistant professor of Marketing in the Beacom School of Business at the University of South Dakota. I joined the faculty in 2008, after completing my Ph.D. at The Ohio State University.

Managerial Marketing (BADM 770) is a required core MBA course. It is designed to offer students a contemporary perspective on how to deal with complex decisions in marketing management. We'll use a combination of methods and resources, such as readings, lectures, case analysis, and homework assignments to help you develop skills in making these decisions and defending them with rigorous analysis.

I am teaching two sections of this course in the fall. The online section of the course covers the same set of topics and cases as the face to face section. Students are held to the same performance standards regardless of which section they are in. Thus you should expect to work as hard, if not harder, as you would do in a regular face to face course. This means that you'll need to set aside dedicated study time and keep up with the course requirements every week. This is a three (3) credit course. You should expect to spend 12 -15 hours per week on reading the text, preparing for case discussion, attending class, and completing homework assignments in order to be successful.

BADM 770 is scheduled to begin on Monday, August 31. Final exams are scheduled for the week of December 14-18, 2009. A tentative weekly schedule of topics, cases, and assignments can be found in the syllabus. Please note that there are several pre-term assignments that you need to complete prior to August 31.

As you may know, Desire2Learn (D2L) is the technology adopted by USD for online course management. It's important that you obtain a USD email account and setup access to D2L prior to the start of the term. Any student not actively participating in the course by September 2nd, 2009 will be dropped by the instructor. Please refer to the syllabus for more details on how to set up your USD email and D2L access.

Here is a list of things that you need to take care of before classes begin on August 31.

1. First, you should familiarize yourself with the CE Online Orientation, which can be found at the following URL: <http://www.usd.edu/ce/Orientation.pdf>. It contains important information on accessing USD's resources online.
2. Review the syllabus for details about course materials that are required for the course, including the textbook and cases to be purchased online from Harvard Business School Press.
 - Required:
 - Noel Capon with James Mac Hulbert (2008), *Managing Marketing in the 21st Century*, Wessex Press. ISBN: 978-0979734403.
 - The textbook is available at USD bookstores (Barnes & Noble and Dakota Textbooks).

- You can also purchase from the publisher (<http://www.accesscapon.com/en/booksfront>) or Amazon.com.
 - Course pack (required): cases and extra readings are available for purchase from <http://cb.hbsp.harvard.edu/cb/access/4437074>
 - You'll need to first register as an authorized student of the course by going to the web address.
 - Optional:
 - Noel Capon & Andrew Yap. Student Study guide. The study guide can be purchased from the publisher <http://www.accesscapon.com/en/booksfront>
3. Complete the pre-term assignments specified in the syllabus.
 4. Obtain a USD email account and start accessing D2L. See syllabus for details.
 5. Create your own student profile on D2L. You should create this or update your existing profile by Sept. 4th, 2009.

Welcome to BADM 770! It is my goal to provide an online course that will help you gain a solid understanding of marketing management and its importance to the success of businesses. As a student, you are expected to complete weekly readings, prepare case analysis, attend online discussion sessions, do homework assignments, and interact with me and the class. I look forward to a productive and interesting semester while we learn from one another!

If you have any questions, please contact me through my USD email address (Kaiya.Liu@usd.edu) before August 31 and through D2L email (kliu10557@d2l.sdbor.edu) after class starts. You can also reach me at the office by phone: 605-677-5544, though I check email far more frequently than voice mail. I'll do my best to respond to your requests within twenty-four (24) hours during the weekdays, or forty-eight hours on the weekends.