Department: Management, Marketing and Administrative Systems  
Course Prefix/Number: MKTG 512  
Course Title: Marketing Theory & Practice  
Master Syllabus Approved by Department on: 12/1/08

I. Catalog Description:  
Historical development and current trends in marketing theory. Critical evaluation of the significance of their implications to the various functional areas of marketing.

II. Prerequisites: Graduate Standing

III. Expanded Course Description:  
This course is designed to prepare M.B.A. candidates in the marketing concentration by providing them with the skills to develop theory within a marketing context. The students will be exposed to a structured theory development procedure and will complete a theory development paper. In addition, students will read and critique works in the field.  
A. VALUE and HONOR the ethical considerations faced in strategic marketing.  
B. KNOW related inter-disciplinary contributions to the marketing literature.  
C. UNDERSTAND contribution of competing paradigms to development of marketing knowledge.  
D. DEMONSTRATE the ability to:  
   ● Critically evaluate empirical research  
   ● Understand the process of theory development and testing.  
   ● Integrate technology into marketing management  
E. RECOGNIZE the role of marketing theory in the marketing process.
At the conclusion of the course the student will:
Be able to communicate the marketing theory, planning needs, and be able to become a useful member of a marketing team.

IV. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

a) Course Requirements
b) Required Text(s)
c) Bibliography

V. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure of give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VI. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.