

August 2009

Dear MBA Student:

Welcome to the on-line course MBA 621, Strategic Marketing Planning, for Fall 2009. This course begins on August 21st and ends on December 18, 2009. It is primarily discussion based. Most weeks you will participate in group discussions. You should anticipate that you will need to keep up with the discussion as well as chapter/lecture reading every week.

The textbook used for this course will be Marketing Management by Mullins/ Walker, Seventh Edition, McGraw Hill/Irwin ISBN978-0-07-338116-9. We will also be using a case study book ISBN 0390-126101 available for purchase at: <http://www.mhhe.com/ebooks>

Please obtain these books as soon as possible. You can check the Marist bookstore at <http://marist.bkstore.com> for availability and ordering the text book or you may use online book stores to acquire the text book. Casebook is available via electronic purchase only.

In order to access the course, go to <https://ilearn.marist.edu/xsl-portal>. If you are new to the online system and you do not have your email, contact the Marist College HELP Desk at (845) 575-4357 and request an account.

If this is your first course in the on-line MBA Program or your first course using the new iLearn Software, please click on the student tutorial and course demo links at the bottom of the login page. You may have to experiment a little but these resources should provide an overview of how you will navigate your real course.

Students can access the course on Friday, August 28 th. When you first logon there will be a general discussion forum to post your "Bios." Go to this forum and post a brief bio of yourself and welcome other students.

Once again, welcome to Strategic Marketing Planning!

Cordially,

Dr. Prema Nakra
Professor of Marketing
School of Management
Marist College