

**August 1, 2008**

Dear MBA Student:

It is my pleasure to welcome you all to **Strategic Marketing (MBA621)** for Fall 2008. This course officially runs from **September 2<sup>th</sup> Through December 19, 2008.**

The textbook used for this course will be *Marketing Management, Sixth Edition, by Mullins, Walker, Boyd, Larreche, Irwin* McGraw Hill Publishers **ISBN 978-0-07-352982-0**, MHID 0-07-352982-6. Please **purchase** the text book as soon as possible if you wish to get a head-start. You may check the Marist bookstore at <http://marist.bkstore.com> for availability or you may purchase it from an online vendor. In addition you will also purchase case study ebook. McGraw Hill has prepared on for this course. Case study PRIMIS eBook must be purchased on line. Go to [www.ebooks.primisonline.com](http://www.ebooks.primisonline.com) to acquire the book. ISBN is 0390-181323. Instructions for purchasing it on line are provided in a separate document.

Each week you will read two or more chapters and case studies and participate in one or more discussions. You will also be required to read a few articles or current events on marketing strategy related issues for class discussion. Lecture notes will be posted on a regular basis. It is advisable to read the chapters, lecture notes and the case studies carefully to fully participate in case discussions. As you are fully aware, the only way to hold intelligent case study and current event discussion is by carefully reading and understanding the strategic concepts discussed in the book and supported with lecture notes.

To access the course please click on or use <http://elearning.marist.edu>. Your login is your Marist email account (K account): If you are new student your initial password is the first eight digits of your social security number. If you do not have a Marist email or K account, please 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 *Educator* 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.

Official date for opening the elearning web site is September 2, 2008. I might open it a couple of days earlier. When you first log-on you will read my announcement and then move to the discussion group titled "Meet and Greet" your classmates. Course syllabus and first week's lecture notes will be available on when the course opens on September 2<sup>th</sup>

**Welcome Aboard: Strategic Marketing Enthusiasts!** The ride may be bumpy at times but I promise that by the end of the term you will definitely walk away with greater appreciation for strategic marketing. Cheers!

Please note that I will be teaching this course with the help of two teaching associates.

Cordially,

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