

Villanova University - Department of Marketing – Dr. Eric J. Karson, Ph.D.
Principles of Marketing, Marketing 1137, Fall 2006
T-TH: Section 007 (11:30 - 12:45) & 008 (1:00 – 2:15)

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NOTE: e-mail is NOT to be used for the discussion of course-related issues, such as assignments or grading. You should only use e-mail to inform me of excused class absences, or to schedule a time to see me in my office. e-mail is NEVER acceptable for the submission of assignments. You are, however, responsible for all e-mails I send to the class, or to you as an individual. Continued enrollment in this course is an acceptance of these terms, and the terms laid in the rest of this document.

Text: Kotler and Armstrong (2004), *Activebook: Principles of Marketing, 2d Edition*, Prentice Hall. ISBN: 0130418145

Course Description:

This course introduces the theory and practice of marketing. Discussion of the basic structure of getting products/services to market; of the fundamentals of marketing: consumer research, product planning, promotion of all types, distribution channels, physical distribution, pricing, and retail merchandising.

Course Objectives:

1. Help you develop your personal initiative towards achieving your maximum performance.
2. Expose you to the basic marketing concepts and terms.
3. Review global economic, governmental, social, and other environmental forces affecting marketing management.
4. Overview the major decisions marketing managers make, and the process of marketing management.
5. Help you relate the practice of marketing to other business disciplines, and understand how technology is impacting the practice of marketing.
6. Understand the way products and services (both business-to-consumer and business-to-business) move into consumption channels .
7. Explore the social and ethical aspects of marketing.
8. Assist you in making a career choice.
9. Further develop your capabilities for critical thinking and analysis.
10. Enhance your communication skills.
11. Raise your expectations as a consumer – and the service you provide to customers.
12. To engage in an enjoyable and beneficial learning experience.

Required prerequisites: none.

Catalog Description (boring):

Description and evaluation of the ways in which goods and services are developed to meet customer and consumer needs and distributed for domestic and international consumption; economic, government, social, and other environmental forces in relation to the marketing function; emphasis on relevant social problems and responsibilities.

Philosophy of the Course:

This, regrettably, is the only marketing course some of you will ever take, so the course needs to be broad and comprehensive. At the same time, it is the first of several marketing courses for others of you, demanding that it provide a good foundation. To achieve this I give you theoretical and definitional knowledge (from the book and class discussions) and experiential knowledge (from the term project).

Statement on Disability: It is the policy of Villanova University to make reasonable academic accommodations for qualified individuals with disabilities. If you are a person with a disability please contact me after class or during office hours and make arrangements to register with the Learning Support Office by contacting 610-519-5636 or nancy.mott@villanova.edu as soon as possible. Registration is needed in order to receive accommodations.

Grading:

1000 points broken down as follows:

- ~Nineteen (19) quizzes – average together to total 400 points
- Course group project (Trade Show) – 350 points
- Class Participation – 200 points – **WOW 20% of your grade!**
- “Marketing Math” workbook – 50 points.

There is one extra credit opportunity (see “Extra Credit” below).

NOTE: At the end of the course the “average” student will have ~1000 points, and standard scored will be used to compute grades around that average. Because of this method of curving, NOT handing in an assignment, and the Marketing Math assignment, have significant extra weight, and disproportionately affect your final grade.

Grading Detail (eek, statistics): My grading system uses standardized scores (most familiar to you as the “standard normal” or “bell” curve) to calculate final grades. The scale begins as: > 1 standard deviation above the mean (90) = “A”, average (80) = “B-“, and < 1 standard deviation below the mean (70) = “C”. (Don’t worry, I’ll post the scale for each graded component of the course. Remember, however, that these individual component curves are only rough estimates.) Once all graded components of the course are complete (and, when appropriate, weighted by peer evaluations, see Term Project) all items are weighted together, and a grand total of course “points” is determined. I “curve” the grades by setting the “cut points” on the normal curve (usually looking for natural “break points”) and assign grades. NOTE: In this system raw scores or percentages are not used to determine grades. While a bit complex, there are valid statistical reasons for basing grades on standard scores. Please see me if you wish further information on the grading system, however, make sure you have reviewed the statistical concept of standardizing numbers before you come in. Generally, poor peer evaluations on the group project will lower your grade significantly.

GENERAL INFORMATION:

- You are invited and encouraged to drop by anytime – Really! In fact, PLEASE!
- Follow all written and verbal directions and guidelines fully and you will do fine
- Failure to work within the specific guidelines and time frames will cause difficulty

Attendance Policy:

Mandatory for guest speakers and the day of the Trade Show. For other days remember that we have daily quizzes, and these can only be made up for excused absences. Unless previously notified, absences from mandatory class sessions will result in either a significant grading penalty (guest speakers), or a zero for the quiz and projects. I do note daily attendance patterns. One you get over four absences, this will effect your grading. While I do excuse the usual array of justifiable absences on an individual basis, you should know that a string of unexcused absences will impact my willingness to excuse other absences. A key thing to remember is that if you are not in class, you can not participate, and this is 20% of your grade.

Make-up Quizzes: For valid and validated absences, make-up quizzes will be available. Note: Informing me prior to the quiz does not eliminate your need to validate your reason as a later time.

Quizzes:

- Daily.
- Each covers the assigned chapter and readings for the day.
- Quizzes contain approximately five multiple-choice questions from the reading(s).
- Quiz grading is curved.

Any “appeal” on quiz questions must be done in writing. This policy is not meant to discourage careful review of the quizzes, but allow our discussions to focus on more meaningful aspects of the course. **SUMMARY:** I will not debate individual questions and answers on quizzes. I do encourage you to review past quizzes to look for patterns that may have caused you difficulties.

Assignments & Readings:

Each chapter on the schedule has several “Questions” for preparation on the schedule. These questions are available on the course Web site.

I strongly encourage you to read at least one other general business publication such as *Advertising Age*, *Adweek*, *Business 2.0*, *Business Week*, *Fast Company*, *Fortune*, *Forbes*, or *The Wall Street Journal* (no, *USA Today* does not qualify).

Trade Show Project: Breakdown of 350 Points (35% of course grade)

<u>Assignment</u>	<u>Points</u>
1. Team Name, List of Group Members, and Product Description:	5
2. Consumer Analysis:	see below
3. Ad or Press Release:	50*
4. Marketing Plan	125
5. Trade Show Presentation:	160
6. Evaluation of other projects & Peer evaluations:	10

Given the nature of the written project, course grades normally run very high on this assignment.

(Notes: Part 2 [“Consumer Analysis”] is evaluated and averaged into the final grading scale on the Marketing Plan.)

*There are extra credit points for having the best ad or press release.)

The final Trade Show presentation will carry the most weight (~39% of the project grade.) The written portions and presentations will be graded on the following dimensions:

- Content (What is said)
- Presentation (how it is said)

See “Written Plan Evaluation” for grading scheme of the Marketing Plan.

For complete details on the course project, see the [Trade Show Information Sheet](#), under the TERM PROJECT/TRADE SHOW Learning Module on the course Web site.

Extra credit:

You may do one extra credit project worth **at most 50 points or, possibly, a one-third grade shift**, (i.e., B to B+). Those desiring to do so may write a book review on an instructor approved book or series of articles. See **Extra Credit** under COURSE MATERIALS. Please note, as this project can change your grade significantly, it does take good planning and execution to receive the full 50 points.

Written Work:

- Due at the **start** of the class period. Projects late by .000001 seconds to 20 minutes will lose 25% of the assignment’s total points. Any work later than that will lose 50% of the points.
- A paper copy of the completed assignment is the only acceptable means of submission.
- All work should be neatly typed, and stapled.
- All written work must include a cover sheet *stapled* to the assignment with your name, the course title, assignment title, and full names of all group members (if appropriate). Your name *should not* appear anywhere else on written assignments other than the cover sheet. The exception is you initial group list.
- Do not use fancy bindings for your written project(s), just a heavy-duty staple in the upper left corner (to facilitate reading and grading a stack of projects).
- An excessive number of “typos,” misspellings, awkward sentences, or multiple grammatical errors will *significantly* lower your final grade.
- Double space all elements of the Course project and the extra-credit project.

Extra credit proposals are due November 16th. Extra credit projects are due December 14th (Thursday).

At this point you all have “A’s,” keep up the good work!

Academic Integrity: The Code of Academic Integrity of Villanova University addresses cheating, fabrication of submitted work, plagiarism, handing in work completed for another course without the instructor's approval, and other forms of dishonesty. For the first offense, a student who violates the Code of Villanova University will receive no points for the assignment (as if it was not handed in). The violation will be reported by the instructor to the Dean's office and recorded in the student's file. In addition, the student will be expected to complete an education program. For the second offense, the student will be dismissed from the University and the reason noted on the student's official transcript. I punish violations academic integrity to the fullest extent allowable by University Regulations.

Important Note: Any and all discussions of student performance, and/or interpretation of the course documents, or the timeliness of submission of coursework, etc., will be done in my office, not in the classroom. Items detailed in the course documents (e.g., timeliness and formatting of submissions) are not open for discussion. Further, if it becomes evident to me that the student is not fully aware of course policy, I will terminate the discussion immediately, and ask that the student review all course documents before scheduling an appointment to continue the discussion. I am sorry, but the few students in the past that have not taken the time to familiarize themselves with course documents and requirements, then choose to argue about them later, has exhausted my patience with this type of behavior.

The course documents are our contract for learning.

DISCLAIMER: Although unlikely, course materials are subject to change.