

## **MK 240 - Marketing**

Sellinger School of Business and Management  
Loyola College in Maryland  
Fall 2008

### **Instructor Information**

Mrs. Hope B. Corrigan, MS, MBA  
Adjunct Assistant Professor  
Telephone: 410-313-9654 (after 9:00 a.m. and before 9:00 p.m.)  
E-mail: [hope.corrigan@verizon.net](mailto:hope.corrigan@verizon.net)  
Mail Box: Room 418 Sellinger Hall  
Class Time: Tuesday and Thursday, Section 02 - 12:15 p.m. to 1:30 p.m.  
Office Hours: Tuesday and Thursday, 9:30 a.m. to 10:30 a.m. and by appointment.

The professor is available to assist individuals and teams with the course including studying for exams, dividing up the team projects, having effective team meetings or other questions and concerns.

### **Course Description**

This course is designed to provide undergraduate students with a broad background on the nature and scope of marketing concepts used in business. During this course students will explore the role of marketing both within the organization and within the external environment in which firms must operate. Students will examine the process of developing the four elements of the marketing mix, (product, promotion, price, and placement) and how marketing managers use these elements to gain competitive advantage in a global economy. This course utilizes a variety of learning tools including the text, lectures, class exercises, videos, guest speakers, articles, individual and team written assignments, class discussions, team presentations, quizzes and exams. Students will see that regardless of their career direction, an understanding of marketing concepts will assist both their professional and personal lives.

### **Required Text**

Kerin, Roger A., et al. Marketing. 9<sup>th</sup> edition. Boston: Irwin McGraw-Hill, 2008.

## Course Learning Objectives

1. Marketing concepts - To identify marketing concepts and strategies.
2. Market Orientation - To recognize the importance of customer needs and wants as the foundation for marketing decision-making.
3. Marketing decision-making - To apply the processes and techniques used in marketing decision-making.
4. International Marketing - To comprehend the opportunities and challenges offered by international marketing.
5. Ethics and social responsibility - To analyze the complexity of marketing decision making in light of economic, societal, and ethical demands.
6. Communication skills - To develop verbal and written communication skills via interaction with faculty and classmates, individual and team presentations, and written assignments and projects.

## Other Materials

Students are expected to have a copy of A Writer's Reference by Diana Hacker or similar guide to writing research papers, utilizing correct grammar and documenting sources.

Each student will be given a copy of the Course Materials Book. This spiral bound book contains the syllabus, course schedule, a Marketing Tool Kit, individual and team assignments, and worksheets for the articles, cases and videos for the entire semester. Occasionally handouts will be either distributed in-class or posted on the electronic Blackboard. Please bring the Course Materials Book to every class.

Students should feel comfortable navigating the Library's business databases to access and read assigned articles.

## Academic Honesty

Students are expected to maintain the highest standards of academic honesty. All students of the College are expected to understand the meaning of the Loyola College Honor code. Ignorance of the Code is not a valid reason for committing an act of academic dishonesty. The following will constitute violations of the Code: cheating, stealing, lying, plagiarism and the failure to report a violation. This Honor Code automatically binds all registered undergraduate students. You will write and sign the honor pledge on all written work for this course:

*"I understand and will uphold the ideals of academic honesty as stated in the Honor Code."*

## Documenting Sources for an Academic Research Paper

As stated by Diana Hacker, the author of A Writer's Reference, "In academic research papers and in any other writing that borrows information from sources, the borrowed information – quotations, summaries, paraphrases, and any other facts or ideas that are not common knowledge – must be documented."<sup>1</sup> Be careful not to copy words or paraphrase thoughts from the text, readings, or other sources. Copying is **plagiarism and violates Loyola's Honor Code**. If you do use words or paraphrase thoughts from readings, text or other sources, you must properly document and cite your source of information.

Use a writing style book, writers reference or a guide to writing research papers for specific guidelines for complete citations for books, articles, government publications, company annual reports, home pages, etc. As a general rule, provide as much information about the source as possible including author, editor, title, publication, publisher, date published, etc.

Examples to help with your papers and assignments:

### ***Book***

Berkowitz, Eric N., et al. Marketing. 6<sup>th</sup> edition. Boston: Irwin McGraw–Hill, 2000.

### ***Article***

Thurm, Scott. "Scanner Prices Plunge as Prices Soar." Wall Street Journal. December 17, 1998, Section B.

### ***World Wide Web Site***

"History: Budweiser Through the Years...The Company Timeline." Budweiser Homepage [Online]. Available: <http://www.budweiser.com/archives.html> [1999 Anheuser-Busch Inc., St. Louis, MO].

## Marketing Tool Kit

Each student will receive a Marketing Tool Kit (Section 2 of the Course Materials Book and on Blackboard) that includes the major marketing tools that will be taught during this course. The Tool Kit contains the types of data that students will learn how to collect, analyze and present during this course. These data and tools will be included in the final team paper and oral presentation to illustrate key points in your existing product's marketing plan.

The Tool Kit provides students with examples of the proper way to reference a variety of sources of information collected for an academic research paper including books, web pages, newspapers, company annual reports and government publications.

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<sup>1</sup> Hacker, Diana. A Writer's Reference. Fourth Edition. Boston: Bedford/St. Martins, 1999, p. 326.

## Blackboard

The electronic Blackboard will be used frequently in this course. The professor will post PowerPoint lecture slides and other course materials. The professor will post weekly Announcements (usually on Sundays) on the class homepage that will include information to help students prepare for the classes that week.

## Course Requirements

### *Standards for Student Writing*<sup>2</sup>

Business managers and educators agree that written and oral communication skills are necessary for business success. Written Assignments are designed to reinforce concepts learned in class and have students apply them to "real-world" situations.

Students are expected to write business English accurately and clearly. The writing standard for assignments is a maximum of one gross writing error per page of double-spaced typescript. Examples of gross errors are: improper punctuation; incorrect capitalization; mistaken tense; lack of paragraph structure; misspelled words; to confuse "its" and "it's"; to confuse plurals and possessives, "companies" versus "company's"; and so forth. Other common errors encountered are writing in the first person and using slang instead of business terminology. Slight differences of style, such as use or absence of commas in some instances, are not gross writing errors.

If more than one gross writing error per page is discovered, the highest possible grade that the assignment can receive will be 79 percent. A and B grades will be preserved for well-written papers.

With modern word processors, attention to composition and careful proofreading, the suggested writing standards are not difficult to meet. Use a writer's reference or writing style guidebook for assistance with effective writing.

Written assignments are to be submitted with letter quality printing. Follow the guidelines for page length for each of the written assignments.

**Please note:** No late assignments will be accepted. Assignments must be submitted in person, during the class period on which they are due.

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<sup>2</sup> Kruegel, David. "Standards For Student Writing." Prairie View A&M University, Available: <http://www.swcollege.com/marketing/gitm/gitm4e08-37.html>

### ***Individual Written Assignments***

Students are required to hand in a total of two individual written assignments. The first written assignment is an Ethics paper. The second individual assignment is a Library Resource project. Specific instructions for both assignments are included in Section 3 of the Course Materials Book.

### ***Team Assignments***

Student teams will complete two group assignments this semester. The first is a presentation on an Emerging Industry. The second is a comprehensive Marketing Plan presentation and written report. Specific instructions for these assignments are included in the Course Materials Book.

Each team will analyze and present the key marketing trends for an Emerging Industry of their choice. These ten-minute presentations are given by the team members not presenting the comprehensive Marketing Plan.

The comprehensive Marketing Plan presentation and written report will be based on concepts from the text and class discussions, along with relevant research from secondary sources. Your team will develop a thorough and detailed marketing plan focusing on an existing product or service of your choice. The written report will be 18 to 20 pages long.

Your group is required to spend 20 minutes sharing your findings in the Marketing Plan with your colleagues. Time limits will be strictly followed for these oral presentations.

A peer evaluation form will be used to evaluate each member's contribution to both team projects. If there is evidence of non-contribution, grades will be lowered. The final exam will include questions from the team presentations.

For both presentations your team will e-mail your PowerPoint slides to the professor by **5:00 p.m. the day prior to your talk** to allow time for the slides to be reviewed by the professor and posted on Blackboard for the entire class. The professor will respond to each team via e-mail stating that the slides are either acceptable or still need to address specific questions. Slides received after the 5:00 p.m. deadline will receive a highest possible grade of 79 percent for the presentation.

### ***Quizzes***

There will be **six** quizzes held throughout the semester. Your highest five scores will count towards your quiz grade. The rationale behind these quizzes is to make sure you stay current with your readings. Each quiz covers the material from one or two chapters. They will consist of a combination of short answer and/or multiple-choice questions. Quizzes will be held **during the first five minutes of class, therefore it is imperative that you are on time for each class.** No make-up quizzes will be given. You will only receive credit for taking the quiz if you attend the entire class. Students who leave class early will not get credit for taking the quiz. Quiz questions will be based on the text, lectures, articles, class exercises, handouts, guest lecturers and videos.

### ***Exams***

There will be **three** examinations as part of the course requirements. All exams will be non-cumulative. Exams are designed to evaluate your ability to integrate and apply the theoretical concepts learned in class to typical problems/opportunities encountered by marketing managers. The exams will consist of multiple-choice, short answer and essay questions as well as explaining terms and distinguishing between concepts. Exam questions will be based on the text, lectures, articles, class exercises, handouts, guest lecturers and videos. The instructor will retain graded exams.

### ***Individual Attendance and Class Participation***

You are expected to attend all classes. It is important for students to hear the lectures, watch the videos, engage in class discussions, ask questions, and contribute to in-class exercises. This is only possible if you are prepared for and attend class. Students are expected to read the assigned materials before coming to class, be on time for class, stay the entire class period and participate actively in all class activities and discussions.

Absences will result in the following penalties:

<b>Number of times absent</b>	<b>Highest possible grade for attendance</b>
1	A range
2	B range
3	C range
4 or more	F

The professor does not distinguish excused from unexcused absences. In other words, every absence counts as an absence no matter why you are not in attendance. It is assumed that every time a student misses class the student has a good reason. Of course, all legitimate emergencies will be handled on an individual basis. If you have to miss class for an **official college related** or **emergency reason**, notify the professor in a proactive manner either directly or through the Center for Academic Services and Support. Please note, you are responsible for all material covered and any announcements made in class, whether you are present or not.

Your class participation grade will evaluate your professionalism and involvement in class discussions. **Randomly**, the professor will collect worksheets from the videos, articles, cases and in-class exercises to assess participation as well as observe how often you contribute to class discussions.

## Grading

The breakdown of points to determine your grade is as follows:

Exam # 1	100 Points
Exam # 2	100 Points
Exam # 3	100 Points
Quizzes: 5 @ 20 Points each	100 Points
Library Resource Project	50 Points
Ethics Paper	50 Points
Team Assignments	
Emerging Industry	50 Points
Marketing Plan	250 Points
Attendance	100 Points
<u>Class Participation*</u>	<u>100 Points</u>
Total	1000 Points

\*Worksheets and contribution to the discussion of the lecture materials, videos, reading assignments and in-class exercises.

Final grades will be given on the basis of the following final point totals:

A	930 points and above
A-	900 points and above
B+	870 points and above
B	830 points and above
B-	800 points and above
C+	770 points and above
C	730 points and above
C-	700 points and above
D+	670 points and above
D	630 points and above
F	Less than 630 points

## **Team Time**

Your team is expected to meet and work on the Emerging Industry presentation and Marketing Plan paper and presentation on your own time. Successful teams meet at least once per week to make adequate progress on the group assignments.

## **Library Resources**

Secondary marketing resources available at the Loyola Notre Dame Library will enable students to collect the information necessary to complete the assignments for Fundamentals of Marketing and future business courses. Some students will already have experience in using the library databases and reference books. However, most students need assistance searching for specific business data. Therefore, time will be spent inside and outside of the classroom to help all students gain experience using the library tools.

Students will learn how to search for company financial data, product information, economic indicators, competitive data, and consumer statistics. Students are expected to use a wide variety of sources in their research this semester including: company annual reports and homepages, trade journals, industry publications and associations, newspapers, magazines, government reports and statistics, economic indicators, financial data and reference material, books, and personal interviews.

## **Ethical Considerations**

Throughout this course, special attention will be paid to the various ethical issues that confront marketing managers. In particular, students will gain insight into developing the framework necessary to evaluate the ethical aspects of marketing decision-making.

## **International Marketing**

Today many organizations compete for sales in a global economy. This course will, therefore, focus on the marketing strategies used by U.S. as well as foreign firms. Chapter 7 in the Kerin text describes important issues in international marketing.

## Class Schedule

Date	Topic	Reading Assignments Chapters and Articles
September 2	Introductions - Instructor and Students Course Expectations Breathe Right Nasal Strips - Video	
September 4	Customer Value	Chapter 1
September 9	Scanning the Marketing Environment Ethics and Social Responsibility in Marketing	Chapters 3 & 4 Indian Winery - Article
September 11	Marketing and Organizational Strategies <b>Quiz 1</b> Specialized Bicycle - Video	Chapter 2 Appendix A SWOT Analysis - Handout
September 16	Market Segmentation	Chapter 9 Magazines - Article
September 18	Consumer Behavior <b>Quiz 2</b>	Chapter 5 Soft Drinks - Article VALS Profile - Internet Exercise
September 23	Organizational Customers Lands' End - Video <b>Due:</b> Ethics Assignment <b>Due:</b> List of people on each team and Emerging Industry selection	Chapter 6 Differences between... - Handout
September 25	Marketing Research <b>Quiz 3</b> Envirosell - Video Exam Review	Chapter 8 Breakfast Food Trends - Article
September 30	<b>Exam # 1</b>	
October 2	Marketing Research (continued) Introduction to Secondary Marketing Resources	Library Materials and Databases
<b>Date</b>	<b>Topic</b>	<b>Reading Assignments Chapters and Articles</b>

October 7	Marketing Research (continued) Focus Groups - Video	Survey Tips - Handout
October 9	<b>No Class</b> - Use this time for a team meeting to prepare for Project Day	
October 14	<b>Project Day</b> - Meet in the classroom <b>Due:</b> Outline and List of References for the Emerging Industry presentation <b>Due:</b> Existing product/brand selection for final team project	
October 16	Products and Brands <b>Due:</b> Library Assignment <b>Due:</b> Mid-term Grades	Chapter 11 Tissues - Article Packaging - Handout
October 21	Marketing Services	Chapter 12 UPS - Company Information
October 23	New Products <b>Due: Quiz 4</b> (Take home)	Chapter 10 Salad in Sealed Bags - Article Product Quality - Handout
October 28	New Products (continued) Rollerblade - Video <b>Emerging Industry Presentations 1 &amp; 2</b>	
October 30	Integrated Marketing Communications <b>Quiz 5</b> <b>Emerging Industry Presentations 3 &amp; 4</b>	Chapter 18
November 4	Advertising Exam Review <b>Emerging Industry Presentations 5 &amp; 6</b>	Chapter 19
November 6	<b>Exam # 2</b>	
<b>Date</b>	<b>Topic</b>	<b>Reading Assignments Chapters and Articles</b>
November 11	Personal Selling	Chapter 20

Reebok - Video

November 13	<b>Project Day</b> - Meet in the classroom <b>Due:</b> List of References, Appendices & Marketing Analysis Tools (see Checklist for the Comprehensive Marketing Plan).	
November 18	Pricing Washburn International - Video	Chapters 13 & 14 Important Formulas - Handout Rx Drugs - Article
November 20	Marketing Channels and Wholesaling Supply Chain and Logistics Management <b>Quiz 6</b> Amazon.com - Video	Chapters 15 & 16
November 25	Retailing Interactive and Multi-channel Marketing <b>Due:</b> All Final Team Papers	Chapters 17 & 21
November 27	<b>Thanksgiving Vacation</b>	
December 2	<b>Team Project Presentations 5 &amp; 6</b>	
December 4	<b>Team Project Presentations 3 &amp; 4</b> Course Evaluations Exam Review	
December 9	<b>Team Project Presentations 1 &amp; 2</b> Peer Evaluations	
Monday Dec. 15	<b>Final - Exam # 3</b> 1:00 p.m.	