

Instructor: Dr. Amy E. Cox**Office:** Kuhn 305**Phone:** (864) 596-9087**Office hours:** T/Th 11:30-12:30 p.m.,**E-mail:** amy.cox@converse.edu (best way to reach me)

4:00-4:30

W 1:00-2:20, 3:30-4:00

And by appointment

Course: BAD 340.01 Marketing Principles (3 credits)**TuTh 1:00-2:20 p.m. Kuhn 336****Text:** William M. Pride and O.C. Ferrell, Marketing: Concepts and Strategies (14th edition), Cengage (was a Houghton Mifflin book previously)

ISBN-10: 061879963X | ISBN-13: 9780618799633 Paperback/binder versions of the text (cheaper than hardcover, but if you prefer to order the hardcover that's fine too.)

Hardcover ISBNs: ISBN-10: 0618799702 | ISBN-13: 9780618799701

Course description: This course covers basic marketing concepts and applications. Topics include marketing research, consumer behavior, product development, pricing, marketing channels and distribution, promotional strategy, and international marketing.

The purpose of this course is to familiarize students with the vocabulary and concepts of marketing, the role of marketing within the firm and functional, strategic and ethical problems dealt with by marketing managers in their efforts to compete in the global marketplace. As this is the introductory course in marketing, a broad survey of marketing principles and topics will be provided.

Class meetings will consist of a mixture of lectures, discussion and in-class activities. Some class time may be devoted to work on projects and presentations.

Course Objectives: This course is designed to:

1. Provide students with a fundamental understanding of the marketing process.
2. Create familiarity with marketing and business terminology.
3. Discuss and analyze marketing strategy alternatives and environmental factors that affect them.
4. Have students utilize the knowledge developed in a written marketing plan and presentation.

Attendance Policy: Attendance is expected, although perfect attendance is not always feasible or desirable. Carefully weigh the marginal benefits and costs of missing class before deciding not to attend. The student is responsible for any missed material and should get notes from a classmate. Missed in-class activities/participation cannot be made up. Attendance does impact your class participation grade, as discussed below.

Grading

The final grade for the course will be based on the following:

Exams (4 @ 13 % each)	52%
Marketing Plan Report	24%
Marketing Plan Presentation (formal)	12%
<u>Class participation (includes homework and/or in-class activities)</u>	<u>12%</u>
Total	100%

All assignments must be handed in on time. **If an assignment is handed in late, a penalty of ten percent per day (including weekends and days the class does not meet) will be taken off the grade.** It is the student's responsibility to ensure that assignments are handed in on time. In addition, all written work must be pledged.

Assignments sent via e-mail will be accepted (except for the final marketing plan, which must be handed in on paper), but only if the student receives an acknowledgement of receipt. If the student does not receive an acknowledgement of receipt, then the student should assume the assignment was not received. It is preferred that students hand in assignments in class, on paper, on the day on which they are due; e-mail submission should be reserved for situations where a student is not able to be present in class.

Exams

There will be four exams; dates are shown on the attached schedule. The exams may consist of a mix of any of the following: multiple choice, fill-in-the-blank, true-false, definitions and short essay/application/problem questions. The exams are not cumulative, and will cover only material since the last test. **Any material from the textbook, lectures, discussion, videos, in-class activities, guest speakers and/or the syllabus is fair game for the exams.**_

Regarding makeup exams: **Students must inform the instructor BEFORE missing an exam (barring an emergency) or there will be no makeup exam and a grade of zero will be given.** If a makeup exam is granted, it will be given at the instructor's convenience, which may include the week of final exams. Makeup exams may differ in format from those given at the scheduled time. Having another exam on the same day is not sufficient cause for missing an exam.

Exam grading procedures: Exams will be returned in class for the student to review and for the instructor to discuss briefly; they will also be available for review in the instructor's office. **Exams will be re-collected after students have reviewed them; if a student does not turn the test back in after review, she will receive a zero on that exam.**

If you object to the grading of a particular question on an exam, you may submit it for re-grading. In order to be considered for a re-grade, you must provide a written explanation (including citations of the book or class discussions) of your objection. The instructor reserves the right to deduct further points on the re-grade if the explanation is incorrect or unclear. **Such re-grade submissions must be made within one week of the day the exams are returned in class.**_

Marketing Plan Report and Presentation

You are required to complete a written marketing plan (15-20 pages, typewritten, with a reference list) for a product or service of your choice. The project is discussed in a separate handout, which includes guidelines for the format and organization of the plan.

A proposal, consisting of a brief description of the business for which the plan will be designed and preliminary thoughts on the target market and competitive advantage of the business, is required; see the attached schedule for the due date.

The presentations of the plan will be ongoing and will cover one section of the marketing plan; the presentations will not cover the entire plan and will not occur at the end of the semester. A sign-up sheet for presentations will be circulated at a later date. The presentations should follow the timeline and content requirements included in the separate handout.

In business, one must communicate clearly in order to ensure that others understand one's ideas. Therefore, the plan grade and presentation grade will be based on written and verbal presentation as well as content. (See the grade sheets in the project handout.)

Class Participation/Contribution:

Class participation is an instrumental part of the learning process and contributes to your final grade. This course will generally follow a lecture-discussion format, with discussions, lectures, out-of-class and in-class activities, in which students are expected to participate fully. Students are expected to read the assigned material before coming to class. Occasionally, additional reading assignments and/or homework assignments may be made during class; students are responsible for such readings and assignments. **Should it become apparent that reading is not occurring, pop quizzes will be administered. These quizzes may then count up to 12% of your grade.**

High quality (not merely a large quantity of) participation in general class discussions and/or serving as group leader or volunteering, etc. in-class and/or out-of-class activities will raise your participation grade. Negative participation, such as sleeping in class, arriving late/leaving early on a regular basis, or being disruptive, etc. will lower your participation score.

Participation/contribution is assessed using the following scale:

- 1 to -3 Student is present but disrupts class by having side conversations, sleeping, reading, using a computer inappropriately, text messaging, entering and/or leaving multiple times, etc.
- 0 Student is absent for a significant portion of the class.
- 1 Student is present, but does not speak. Or, student makes/asks irrelevant or distracting comments/questions and/or merely repeats what has been said by another and/or makes vague or unsupported generalizations.

- 2 Student asks relevant questions and/or makes relevant comments and/or provides relevant examples.
- 3 Student comments/questions contribute to class understanding and are insightful. Student comments involve the development and presentation of new, interesting, persuasive arguments/questions related to the topic. Student presents new way to view an issue. Student incorporates and extends others' comments.

Active participation in the form of discussion and questioning is expected from all students. While such active discussion should incorporate and may occasionally challenge other's comments, civility and professional demeanor are mandatory in this class. The professor and fellow students may ask questions about or suggest alternatives to a particular point of view. Such questions and suggestions (when presented in a professional and courteous manner) are not to be considered a personal attack, but part of the learning process, and should be responded to in a professional and courteous manner.

Note: please turn off cell phones and put them away during class, unless you are in the midst of an emergency.

Class Participation/Contribution:

Final Grades:

Final letter grades are assigned based on the following scale:

A	93-100	C+	77-79
A-	90-92	C	73-76
B+	87-89	C-	70-72
B	83-86	D+	67-69
B-	80-82	D	63-66
		D-	60-62
		F	0-59

Honor Code

The Honor Code applies to all Converse students. Any observed cheating must be reported. See the undergraduate student handbook for policies and procedures relating to violations of the Honor Code. *All work in this class is to be completed individually.* All written work turned in must be pledged.

Accommodations for Students with Disabilities

Students with documented disabilities who would like to request academic accommodations should contact Tania McDuffie at (864) 577-2028 in the Center for Student Development and Success.

Class Schedule*

*This schedule is likely to change during the semester. Such changes to the class schedule will be announced during class. If you miss class, you are responsible for getting such changes from other class members.

Week	Class #	Day	Date	Discussion Topics	Chapter(s)/Readings	Due today
1	2	T	9/1	Introduction to the course, An overview of strategic marketing	1	
	3	Th	9/3	Plan/implement/control marketing strategies	2	Case 1-1: Finagle a Bagel
2	4	T	9/8	Marketing environment	3	
	5	Th	9/10	Ethics and social responsibility	4	Case 4-1 Petco
3	6	T	9/15	<i>No class--Convocation</i>		
	7	Th	9/17	Consumer behavior	5	
4	8	T	9/22	Exam #1		Exam #1
	9	Th	9/24	Business markets	6	Case 6-1 Lextant Corp.
5	10	T	9/29	Global markets	7	Project proposal due
	11	Th	10/1	Marketing research	9	
6	12	T	10/6	Target markets/segmentation	10	
	13	Th	10/8	Product concepts, product life cycle	11(p. 303-316) 12 (p. 325-329, 342)	Case 10-1 Jordan's Furniture
7	14	T	10/13	Exam #2		Exam #2
	15	Th	10/15	Developing and managing products	11 (p.319-320) 12 (p.329-341,343)	
8	16	T	10/20	<i>FALL BREAK—no class</i>	<i>FALL BREAK</i>	
	17	Th	10/22	Branding and packaging	13	Presentations begin
9	19	T	10/27	Services	14	
	20	Th	10/29	Channels and supply chain management	15, Case 15.1 SmarterKids	
<i>*10/30/09 Last day to drop with W</i>						
10	21	T	11/3	Wholesaling and Retailing	16 (p. 431-443) 17	
	22	Th	11/5	Exam #3		Exam #3
11	23	T	11/10	E-marketing--- <i>out of class assignment</i>	8	<i>See public folder for assignment</i>
	24	Th	11/12	E-marketing discussion and IMC	18	
12	25	T	11/17	Advertising	19	
	26	Th	11/19	Public relations Sales promotion and personal selling	20	

Week	Class #	Day	Date	Discussion Topics	Chapter(s)/Readings	Due today
13	27	T	11/24	Pricing concepts	21	
	28	Th	11/26	<i>THANKSGIVING HOLIDAY—No class</i>		
14	29	T	12/1	Setting prices	22	
	30	Th	12/3	Wrap Up		
15				<i>Scheduled Final Exam (Exam #4)</i> Wed. 12/9/09 12:00-3:00 p.m.		<i>Exam #4</i>