

MARYMOUNT UNIVERSITY

COURSE SYLLABUS

Course Number MKT 301 B	Course Title Principles of Marketing
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Fall Semester XX	Spring Semester	Summer Semester	Year 2009
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Meeting Day, Time, and Room Number Tuesday & Friday, 11-12:15pm, Ball 308
Final Exam Day, Time, and Room Number

Name of Instructor Dr. Nancy Furlow
Contact Information Office: Ballston 315 A Phone: 703-284-5728 E-Mail: nfurlow@marymount.edu
Office Hours Tues. and Fri. 10:00-11:00 a.m.; 12:30-2:00 p.m.

NOTE: The last day to add this class is Tuesday, September 1. Students who have not registered for the course by that date *will not* receive credit for the course this semester.

WEATHER INFORMATION LINE (Weather Cancellations)
703-526-6888 (Off Campus)
Ext. 6888 (On Campus)

1. COURSE DESCRIPTION

A study of the system of interacting activities that deliver goods and services to present and potential customers. Analysis of the problems of planning, research, and logistics that confront the modern marketing manager.

2. COURSE OBJECTIVES

Upon successful completion of this course, students will be expected to:

- a. accurately define marketing and explain the increasing importance of ethical and social issues in the evolution of the marketing concept;
- b. identify the components of the marketing mix (product, price, promotion, and distribution) and describe how these components interact with the ethical issues discussed in the text;
- c. describe the importance of the study of consumer behavior in marketing and explain how knowledge of the consumer decision- making process is used in the development of marketing strategies;
- d. distinguish between competition-oriented and consumer-oriented marketing strategies;
- e. describe how market segmentation is used to position and sell products in target markets;
- f. discuss product development and branding strategies, pricing strategies, and integrated marketing communication;
- g. explain the reasons for the use of different types of channel structures and marketing intermediaries.

3. BROAD PURPOSE OF THE COURSE

This course is an introduction to marketing and how it relates to business and society.

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

– American Marketing Association, 2007

General Course Goals and how we will achieve those goals:

Goals	Activities
<ul style="list-style-type: none"> • Develop an understanding of the fundamentals of marketing. 	<ul style="list-style-type: none"> • Readings and discussions • Homework
<ul style="list-style-type: none"> • Apply your knowledge to develop a strategy. 	<ul style="list-style-type: none"> • Work in teams to develop a strategy
<ul style="list-style-type: none"> • Learn to analyze current marketing tactics. 	<ul style="list-style-type: none"> • Journal
<ul style="list-style-type: none"> • Identify the integration of marketing with other fields 	<ul style="list-style-type: none"> • Case studies • Small group discussions
<ul style="list-style-type: none"> • Develop communication skills and confidence to present your ideas. 	<ul style="list-style-type: none"> • Prepare a written strategy and present it at the end of the semester
<ul style="list-style-type: none"> • Value ethical considerations within the marketing field. 	<ul style="list-style-type: none"> • Case studies • Current events • Discussions
<ul style="list-style-type: none"> • Value input from team members and develop an appreciation for working in teams. 	<ul style="list-style-type: none"> • Team project • Peer evaluations
<ul style="list-style-type: none"> • Learn how to apply your knowledge from this course to your future. 	<ul style="list-style-type: none"> • Journal

4. TEACHING METHOD

This course includes lectures, class discussions and multimedia. During the course of the semester, you may be asked to bring in business articles of interest to you to stimulate class discussion. You **MUST** have completed the reading assignments before class meeting times. In order to contribute to class discussions, you should stay current on business issues facing our community, country and the world.

Please refer to Blackboard during the semester for announcements and changes to the schedule.

5. GRADING POLICY

- **Marketing Journal**– Keep a journal of your experiences with marketing outside of the classroom. Your journal may include your observations of direct mail marketing pieces you have received, advertisements you have seen, articles you have read outside of class, discussions related to marketing in your other classes. Be sure to analyze and apply what you have learned in the class to your observations. For example, point out effective marketing strategies when you see them, or criticize poor strategies. Journals will be graded on depth of insight and presentation – neatness counts. There is not a minimum number of entries.

- **Group project**– As a team of three or four students, you will come up with an original idea and walk it through the 4 Ps of marketing. You will not be developing a formal marketing plan, rather you will develop a new product, investigate a pricing scheme for the product, how the product will be distributed and how you will promote the product. Teams will present their ideas at the end of the semester as well as turn in a written document. Your grade will be based on how well you exhibit your knowledge of marketing terminology, strategies and concepts.
- **Exams** – There will be two exams (midterm and final) during the semester. The exams will be multiple choice and true false.
- **Quizzes and homework** – Each chapter of the book has a corresponding quiz and homework assignment on the text Website:
<http://www.mcgrawhillconnect.com/class/furlow-mkt301>
- **Participation** – Each student is expected to contribute to class discussions AND the weekly online discussion boards about the material being studied as well as current events as they relate to marketing. Lack of participation and excessive absences (more than two for the semester) will be reflected in your participation grade. If you always come to class, but never participate in class discussions, you will not receive a grade higher than a B. If you rarely come to class, you will not receive a grade higher than a D, even if you participate when you do show up.
- **Late assignments** – Respecting deadlines is essential in marketing. Therefore, NO late assignments will be accepted!

Evaluation:		87-89	B+
Marketing Journal	20%	83-86	B
Midterm exam	5%	80-82	B-
Final exam	5%	77-79	C+
Group project	30%	73-76	C
Quizzes/Homework	20%	70-72	C-
Participation	<u>20%</u>	67-69	D+
	100%	63-66	D
		60-62	D-
Grading Scale:		0-59	F
		93-100	A
		90-92	A-

6. CLASS SCHEDULE

MKT 301 CLASS SCHEDULE – Fall 2009

This schedule is designed to be a guide and is subject to change. The instructor reserves the right to adjust the course outline to take advantage of additional learning opportunities during the course and in the event of unforeseen schedule changes. **Be sure to check Blackboard for updates.**

	Date	Reading	Tuesday	Friday
Week 1	8/25 & 8/28	Chap. 1	Course Introduction	Chapter 1 – Overview of marketing
Week 2	9/1 & 9/4	Chap. 2 & 3	Chapter 2 – Marketing strategies	Chapter 3- Marketing ethics
Week 3	9/8 & 9/11	Chap. 4 & 5	Chapter 4 – Analyzing the marketing environment	Chapter 5 - Consumer Behavior
Week 4	9/15 & 9/18	Chap. 6	Ad Week – no class	Chapter 6 -- Business Markets
Week 5	9/22 & 9/25	Chap. 7 & 8	Chapter 7 – Global marketing	Chapter 8 – Segmentation, targeting and Positioning
Week 6	9/29 & 10/2	Chap. 9	Chapter 9 – Marketing research	Research cont.
Week 7	10/6 & 10/9	Chap. 10	Chapter 10 - Branding and packaging	Mid Term Exam
Week 8	10/13 & 10/16		Fall Break	
Week 9	10/20 & 10/23	Chap. 11 & 12	Chapter 11- Developing new products	Chapter 12 -- Services
Week 10	10/27 & 10/30	Chap. 13 & 14	Chapter 13 – Pricing	Chapter 14 – Pricing Methods
Week 11	11/3 & 11/6	Chap. 15 & 16	Chapter 15 – Supply chain management	Chapter 16 -- Retailing
Week 12	11/10 & 11/13	Chap. 17	Chapter 17 -- Integrated marketing communications	IMC continued
Week 13	11/17 & 11/20	Chap. 18	Chapter 18 – Advertising & Sales promotions	Advertising continued
Week 14	11/24 & 11/27	Chap. 19	Chapter 19 – Personal selling	Thanksgiving Break
Week 15	12/1 & 12/4		Presentations Marketing Journal Due	Presentations

Final Exam – Tuesday, Dec. 8, noon

7. REQUIRED TEXT(S)

Grewel, D. & Levy, M. (2008). Second Ed., Marketing. NY: McGraw-Hill.

8. REQUIRED OR SUGGESTED READINGS OR AUDIO-VISUAL MATERIALS

The Wall Street Journal
Business Week
Fortune
Ad Age
Brand Week
www.ama.org
Additional periodicals relating to business and marketing

9. UNIVERSITY POLICIES

ACADEMIC INTEGRITY

By accepting this syllabus, you pledge to uphold the principles of Academic Integrity expressed by the Marymount University Community. You agree to observe these principles myself and to defend them against abuse by others.

SPECIAL NEEDS AND ACCOMMODATIONS

Please advise the instructor of any special problems or needs at the beginning of the semester. If you seek accommodation based on disabilities, you should provide a Faculty Contact Sheet obtained through Disability Support Services located in Gerard Hall, (703) 284-1605.

ACCESS TO STUDENT WORK

Copies of your work in this course, including copies of any submitted papers and your portfolios may be kept on file for institutional research, assessment and accreditation purposes. All work used for these purposes will be submitted anonymously.