

Principles of Marketing

Bus312

Fall, 2013

Course Title: Principles of Marketing

Term: Fall, 2013

Instructor: Robert E. Garrity

Off ice Hours: By appointment, Room C502k

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Classroom/Time

Section 1: Tu/Th, D-106, 7:30-8:45

Section 2: Tu/Th, G-102, 10:30-11:45

Class meeting times:

Section 5: W/F, D-106, 9:00-10:15

Section 6: W/F, G-102, 10:30-11:45

Should we be unable to meet in our assigned classroom due to unexpected disruption, we will gather at the large tree in front of George Hall.

Final exam dates:

Section 1: To Be Announced

Section 2: To Be Announced

Text: Kotler, "Principles of Marketing," 15e edition, Pearson 2014. Either hard copy of soft copy, both are the same. Note: All your exams will come from your Text.

Course Objectives:

- 1. To acquire a basic understanding of marketing practices, theories, principles, foundations, emerging marketing trends, with emphasis on Sustainable Marketing and possible climate change implications.**
- 2. Students will learn the responsibilities of ethical behavior through review of the American Marketing Association's Code of Ethics and Through situation Analysis.**
- 3. Apply marketing principles to business organizations and develop an appreciation of how these principles are changing.**
- 4. Create an awareness of the evolving "sustainable development" concept.**

Bus312 will present an introduction to the marketing function by way of a survey of the various functional areas relevant to the operation of a business enterprise.

Grading: Standard A/B/C/D/F system.

Course work:	Points
Midterm exam	25
Final exam	25
Research Project	45
Professor's evaluation (participation, attendance)	05
Total	100

Classroom Etiquette

Please note that attendance is required in compliance with University policy, and that attendance surveys will be taken, with points awarded only to those in attendance on those dates, unless prior excuse is given by the professor. Students who arrive later than 15 minutes after class

has begun will not be allowed to sign the Attendance Roster, unless approved by the professor.

More than three (3) unexcused absences will result in one letter reduction in the student's final grade.

Also, chronic lateness, talking in class, or otherwise detracting from the instructor's presentation will be considered when awarding the five points. Eating in the classroom is discouraged. Chronic lateness and leaving class during lectures or "playing with your laptop" is a sign of disrespect to the professor and other students that might adversely affect a student's final grade. Boredom is not a valid reason for leaving the class during the lecture or checking your social network's status.

Occasionally the class will be shown videos as part of the class presentation. During these periods your laptops and i-phones should be turned off. Also, texting or tweeting during the class, sleeping, or doing other course homework will be noted, and may affect your final grade

Meeting	Date	Topic
#1	08/27/28	Course introduction, Overview of the schedule, Student self-introduction, Mkt Dept "pre-quiz"
#2	08/29/30	Ch-1: Creating and Capturing Customer Value Marketing Ethics case discussion (page 32).
#3	09/03/04	Ch-2: Company and Marketing Strategy Marketing Ethics case discussion (page 63).
#4	09/05/06	Ch-3: Analyzing the Marketing Environment Marketing Ethics case discussion (page 95)
#5	09/10/11	Ch-4: Managing Marketing Information Research Topic Selection (Oral Presentation) Marketing Ethics case discussion (page 129)

- #6 09/12/13 Ch-5: Consumer Buyer Behavior
Marketing Ethics case discussion (page 161)**
- #7 09/17/18 Marketing video on Ethics**
- #8 09/19/20 Ch-6: Business Buyer Behavior
Marketing Ethics case discussion (page 185)**
- #9 09/24/25 Ch-7: Customer Driven Market Strategy.
Marketing Ethics case discussion (page 219)**
- #10 09/26/27 Ch-8: Products, Services and Brands
Marketing Ethics case discussion (page 255)**
- #11 10/01/02 Ch-9: New Product Development & life cycle
Strategies...Marketing Ethics case discussion
(page 284)**
- #12 10/03/04 To Be Determined**
- #13 10/08/09 Ch-10/11 Pricing Strategies
(Typed Preliminary Table of Contents due)**
- #14 10/10/11 Ch-12: Marketing channels.
Marketing Ethics case discussion (page 367)**
- #15 10/15/16 To Be Determined**
- #16 10/17/18 Midterm exam review**
- #17 10/22/23 Midterm exam**
- #18 10/24/25 Ch-13: Retailing and Wholesaling. Focus on
Marketing Ethics case discussion (page 399)**

- #20 10/29/30 Ch-14: Integrated Marketing Communications
Marketing Ethics case discussion(page 427)**
- #21 10/31/11/01 Ch-15: Advertising and Public Relations
Marketing Ethics case discussion (page 455)**
- #22 11/05/06 Special Presentation: Coke vs. Pepsi**
- #23 11/07/08 Ch-16: Personal Selling and Sales Promotion
Marketing Ethic case study (page 487)**
- #24 11/12/13 Ch-17: Direct and Online Marketing
Marketing Ethics case study (page 519)**
- #25 11/14/15 Ch-18: Creating Competitive Advantage
TURN IN MARKET RESEARCH REPORTS**
- #26 11/19/20 Special video on Population Explosion**
- #27 11/21/22 Ch-19: The Global Marketplace
Market Ethics case study (Page 575)**
- #28 11/26/27 Special lecture on Entrepreneurism**

Thanksgiving Holiday, No Class Nov 28/29

- #29 12/03/04 Ch-20 Sustainable Marketing**
- #29 12/05/06 Final examination review**
- #30 12/10/11 To be determined**
- #31 12/12 To be determined**

**NOTE: THIS SYLLABUS AND SCHEDULE SUBJECT TO
CHANGE AT THE DISCRETION OF YOUR PROFESSOR**

Another Note: please take care to insure your name and section number is on every document you turn in to me.

Another Note: It is my policy NOT to write Letters of Recommendations for students who have not completed at least two courses with me and maintained an “A” average.

Market Research Project The marketing research report is your opportunity to use your newly acquired marketing skills in analyzing, researching, observing and preparing your thoughts involving a marketing project of your selection.

The marketing research report can involve any aspect of marketing, from analysis of the fundamental principles of marketing (the 4 P’s) to an actual case study of a brand, company, product, distribution or development of a marketing plan for an existing business. **CREATIVITY COUNTS IN THIS EXERCISE.**

The report involves two dimensions: (1) the “product,” or actual academic work (intellectual property) and (2) the “package” or physical form and visual presentation of your academic work. The purpose of including the “package” is to give you actual experience in preparing your work for sale to me, just as if you were preparing a report under real-world conditions.

There are several parts of your research report. First is the topic selection, wherein you identify the topic you are interested in studying. This exercise is designed to help you put boundaries on your topic. All too often, students initially select a topic that is too big for the time remaining, or too small with little or no information available. In Chapter 5 you will learn that “defining a problem correctly is half-ways to solving the problem.”

Next is the preliminary “Table of Contents,” which helps you put your research topic in perspective, much like a road map for a journey. You may change direction if you find the road you selected is not feasible. Please turn-in a typed copy of your preliminary T/C, with your name on it!!!

Note: Your research report MUST make a connection to the marketing aspects of your topic. Mere company profiles are not sufficient.