

GONZAGA-IN-FLORENCE SYLLABUS

Course: MKTG 310: Principles of Marketing
Credits: 3 Credits
Instructor: Tamara Evans



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COURSE DESCRIPTION

In today's competitive environment, market-oriented thinking is a necessity. The focus of this course is to introduce students to the principles of modern marketing management concept. A successful implementation of the marketing concept requires knowledge of the internal (company) and external (competitors and customers) environments, and how they influence the four Ps of the marketing mix— product, price, distribution, and promotion.

OBJECTIVE/GOALS

- To introduce students to the various activities which fall within the domain of marketing.
- To make students familiar with various current marketing concepts and terminologies used by decision-makers.
- To appreciate the role marketing plays in our society and in the operation of a customer-oriented organization.
- To provide a framework for analyzing markets, developing marketing strategies and programs for implementing marketing strategies.
- To gain an appreciation of several current social issues related to marketing and marketing management.
- To enhance students understanding of the importance of product, price, distribution and promotion in the marketing mix.
- To help students demonstrate and understand the various barriers to effective marketing, including global and domestic environments.
- Factors influencing the behavior of buyers in both consumer and organizational markets.
- The conditions necessary to define a market, market segment, and target market.

PREREQUISITES - REQUIREMENTS

None

METHOD

Lectures, case studies, videos, class discussions, guest lecturers, and field trips (whenever possible). Relevant Chapters of the textbook, cases and assigned international business news articles should be read prior to class discussions. There is far more material in the textbook that can be covered in class during a semester. The course work therefore will proceed to adequately cover 15 out of 22 chapters. The remaining chapters are left for students as self study and for reference. Open classroom discussions about current international events are also important part of this class. Students' questions and viewpoints are encouraged and appreciated (and rewarded).

ASSIGNMENTS / TESTS / ASSESSMENT

I: Case study analysis (due March 3):

One written case analysis is required. During the second week of the semester each student will be assigned one case study. The case analysis should be about 2-3 pages long (typed, and double-spaced), and should be turned in no later than **MARCH 3** for grading. Students may be called upon to present and discuss cases in class. The cases will be returned with comments before the end of the semester.

Approach to case study analysis (may not be applicable to all cases)

- Begin by giving a complete situational analysis (which means describing the relevant facts/details from the case including a brief history and background of the firm);

- Clearly state the problem (s) facing the firm;
- SWOT analysis (identifying strengths, weakness, opportunities and threats);
- Formulate, evaluate, and state at least one alternative course of action;
- Make clear recommendation to solve the problem and justify your solution.
- Provide new or supplemental background information which helps put the problem in a relevant frame of reference (this requires an external research not stated in the case)

II: News Analysis (current events) no later than April 7:

During the term, each student will be required to bring in and present news articles relating to the topic assigned for the class meeting. Sources of information might include magazine and newspaper articles, professional journal articles and the Internet. The informal class presentation should last about ten minutes and you must turn in a photocopy of the article (not older than one month of your submission date) and your typed one to two pages, double-spaced presentation summary for the current event. The grade will be based on the relevance of the current event to marketing, the content of the presentation and the student's response to questions.

Recommended sources include: Wall Street Journal, New York Times, Business Week, The Economist, Harvard Business Review, Sloan Management Review, Newsweek, Time, Fortune, Forbes, Financial Times, and American Marketing Association Journal.

The following format must be used:

- (a) news item, source, and date must be clearly printed on the top of the first page;
- (b) the summary;
- (c) implications for theory (state the theory, and link it to news item);
- (d) implications for practice.

III: Quizzes: There will be two quizzes held at the following times:

Each quiz consists of 10 MC questions and will be administered at the beginning of the class. Students who are late or miss the class **miss the quiz, and gain zero (0) points for that quiz. Quizzes can not be made up.**

Quiz 1 counts for 5% of the final course grade.

It will take place in class on **WEDNESDAY, February 17**

Quiz 2 counts for 5% of the final course grade.

It will take place in class on **WEDNESDAY, April 14**

*****Pop quizzes**

Pop quizzes may be given during the course of the semester. Pop quizzes will be administered at the beginning of class and will cover the material discussed in the previous class as well as the assigned material for the day. Pop quizzes are meant to encourage students to take the time to prepare for class; the pop quizzes could have a negative or positive affect on student's final grade.

IV: Discussions of ethical and legal marketing issues: In the discussion section, students will have the opportunity to discuss current controversial issues in marketing, that is, issues on which experts disagree, and reasonable, strong arguments can be made on both sides. The debate style discussions are designed to stimulate student interest and encourage them develop critical thinking skills. During the first class session, teams will be formed for the purpose of discussing controversial issues in marketing. The instructor will assign topics to pairs of teams for debate and distribute a detailed guideline on how to research, write a summary, and conduct in class group discussion.

V. EXAMS

There will be one required mid-term exam and a final exam.

Mid-term exam counts for 25% of the final course grade. It will take place in class on **WEDNESDAY FEBRUARY 24**. Mid term exam will cover course textbook material, hand outs, class lectures,

controversial issues discussed in class, and Supplemental videos viewed in class. Mid-term exam will be primarily multiple choice questions, and short essay questions.

Final exam counts for 30% of the final course grade. It will take place in class on **WEDNESDAY APRIL 21**.

Final exam is cumulative and will cover course textbook material, hand outs, class lectures, controversial issues discussed in class, and Supplemental videos viewed in class. The format of final exam is the same as mid-term exam.

Remember that the dates of the exams can NOT be changed for any reason, so please organize your personal schedule accordingly.

EVALUATION / GRADING SYSTEM

10% Class Participation
10% Quizzes
5% Article summary
10% Case study analysis
10% Discussion of controversial issues in marketing
25% Mid-term exam
30% Final exam

Following grading system will be observed:

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

ATTENDANCE

Refer to college attendance policy

Late Arrival and Early Departure

Coming late and leaving early will affect attendance and participation grade. Class attendance will be recorded at the start of each class. Please be considerate of your classmates and come **ON TIME!** If a student arrives more than 10 minutes after the start of class, he/she will be considered **ABSENT** on that day. Coming in to class late is rude and distracting to fellow students and the instructor. It also displays a serious lack of professionalism on student's part.

Students are also required to stay the entire duration of the class period, any student who leaves before the end of the class period without the consent of the instructor will be marked **ABSENT**.

Travel is NEVER an excuse for absence from class.

*****Class policy**

Be respectful of your classmates, distractive behaviour such as casual talk among students, use of cellular phones (**Cell phones should be turned off for the entire duration of the class period**), eating snacks, drinking beverages, sleeping, or inappropriate behaviour toward fellow students or the instructor will not be tolerated. I have the right and the responsibility to maintain a classroom free of such distractions. Students who persist in such behaviour would be asked to leave the class and marked absent for the session. Persistent disruptive behaviour will affect student's participation grade.

*****Class participation**

Students will be evaluated based on their ability to understand and apply the reading material to class discussions.

All students begin the term with a **C+** grade for participation. Contribution to class discussion will raise this grade. Habitual absence from class and disrupting class (i.e., talking, text-messaging, etc.) will reduce this grade.

Each student will be expected to provide opinions, feedback and challenge the instructor's and other student's assumptions, in a respectful manner. A correct, active and responsible participation is highly recommended otherwise the participation grade will be strongly affected.

All students “at risk” of failing will always be alerted by the instructor who will also inform the student’s tutor.

TEXT BOOK / READINGS / SOURCES

Required Readings:

Basic Marketing, A Global Managerial Approach, William D. Perreault, Jr. and E. Jerome McCarthy, McGraw-Hill, 15th Ed.

Article: Theodore Levitt, ***Marketing Myopia***, 1960 Harvard Business Review. This important article is a must read for all marketing students.

Additional Readings

In addition, students are expected to read the following useful magazines and newspapers:

- Fortunes (American magazine), deals with general management issues; <http://www.fortune.com/>
- Business Week (American magazine), world-wide of business matters; <http://www.businessweek.com/>
- The Economist (British Weekly magazine), very strong in the field of economics. It can help notably on company external relations and forecasting; <http://www.economist.com/>
- The Financial Time (British daily newspaper), very good for day to day information on management, business, and economics. <http://www.ft.com/>

These readings provide an additional benefit of bringing the terms and theories that students learn about in this course “to life”.

CLASS SCHEDULE

Please consider that the contents of individual classes may be changed throughout the course according to the class's progress, and that some visits -whenever available and pertinent- may be included within regular class time or on Friday...

- 1) Jan. 13 Course introduction ((Purpose, Scope, and Course Organization)
Lecture: An Overview of Contemporary Marketing
Reading: Chapter 1, Marketing’s Value to Consumers, Firms, and Society
Assigned case study # 1
Video: Is Wal Mart good for America?
- 2) Jan. 20 **Lecture:** Elements of a marketing strategy and the environmental characteristics that influence strategy decisions.
Reading: Chapter 2, Marketing Strategy Planning.
Chapter 3, Focusing Marketing Strategy with Segmentation and Positioning
Assigned case study # 4 & 7
- 3) Jan. 27 **Lecture:** External market environment that a marketing manager must deal with in marketing strategy planning. The European business environment.
Reading: Chapter 4, Mktg. Opportunities in Changing Environment.
Assigned case study # 6
Video: The Corporation
- 4) Feb. 3 **Lecture:** Factors influencing consumer buying behavior.
Reading: Chapter 6, Behavioral Dimensions
Assigned case study # 11
- 5) Feb. 10 **Lecture:** The buying behaviour of different type of organizations.
Reading: Chapter 7, Business and Organizational Customers
Assigned case study # 5
- 6) Feb. 17 Quiz # 1
Lecture: The need for good market data are becoming more important in today’s markets. The availability and accuracy of secondary data and the challenge of collecting primary data are the main themes of this lecture.
Reading: Chapter 8, Decisions with Marketing Information
Assigned case study # 9

- 7) Feb. 24 *****MID TERM EXAM*****
- 8) March 3 **Lecture:** Consumer product and business product classes and their effect on planning marketing mixes.
Reading: Chapter 9, Elements of product planning
Assigned case study # 13
Video: Ben & Jerry
***** CASE ANALYSIS DUE*****
- 9) March 10 **Lecture:** New products and product life cycle and marketing strategy planning.
Reading: Chapter 10, Product Management and New product Development
Assigned case study # 20
- 10) March 17 ******NO CLASS SPRING BREAK*****
- 11) March 24 **Lecture:** Firms pricing policies depend on their pricing objectives of profit, sales, and status quo. This lecture covers policies of price flexibility, price levels over the product life cycle, who will pay the freight, and who will get discounts and allowances, and legislations that affect pricing policies.
Reading: Chapter 17, Pricing Objectives and Policy
Assigned case study # 25
- 12) March 31 **Lecture:** Channels of distribution and levels of market exposure.
Reading: Chapter 11, place and development of channel system
Assigned case study # 13
- 13) April 7 **Lecture:** Promotion is an important part of any marketing mix. Most consumers can choose from among many products. To be successful, a producer must not only offer a good product at a reasonable price but also inform potential customers about the product and where they can buy it.
Reading: Chapter 14, Promotion and Integrated Marketing Communications
Assigned case study # 19
*****NEWS ANALYSIS DEADLINE*****
- 14) April 14 Quiz # 2
Lecture: Promotion is only a part of the marketing mix a marketing manager must develop to satisfy target customers. Effective promotion depends on using the "best" available medium and the "best" message. The focus of this lecture is the importance and nature of advertising and personal selling.
Reading: Chapter 16, Advertising and Sales Promotion
Chapter 15, Personal Selling
Assigned case study # 18 & 22
Video: The Corporation
- 15) April 21 ******FINAL EXAM*****