

GONZAGA-IN-FLORENCE TENTATIVE SYLLABUS – Fall 2010

COURSE TITLE & NO: MKTG 310 Principles of Marketing
DAYS, TIMES & ROOM: Sec. 01—M.T.Th. 10:40–11:40
Sec. 02—M.T.Th. 11:45 – 12:45

INSTRUCTOR: Jim Helgeson

OFFICE: The Mozilo Building

OFFICE HOURS: by appointment

CONTACT: email -- helgeson@gonzaga.edu

TEXT:

1. Basic Marketing, Perreault, Cannon and McCarthy, 16th Edition, Irwin, 2008.
2. NewShoes: Principles of Marketing Simulation, Terpening et al, Interpretive Software, 2004, available at Interpretive.com website. **Lab fee required.**
3. Packet, outlines, assignments, handouts, etc, available on Blackboard.

COURSE OBJECTIVES:

1. To familiarize students with the role marketing plays in our society and internationally in the on-going operation of a customer-oriented organization.
2. To provide an understanding and working knowledge of marketing concepts/theory and how these are used in marketing decisions, including the ethical aspects of decision making.
3. To provide a framework for analyzing markets, developing marketing strategies and programs for implementing marketing strategies.

GENERAL INFORMATION:

1. You are responsible for all material presented in class. This includes lectures, discussions, guest speakers, etc.
2. Reading assignments should be completed before class to enhance understanding of topics.
3. No make-up exams will be given for other than true emergency situations. Contact me IN ADVANCE of an absence from a test or missed due date. Have a VERY GOOD REASON.
4. No extra credit is available.

GRADING:

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|--------------------------------|------------|
| Participation in class | 5% |
| Periodic assignments | 10% |
| NewShoes, Marketing simulation | 15% |
| Mini test | 15% |
| Midterm Exam | 25% |
| Final Exam | <u>30%</u> |
| | 100% |

PARTICIPATION: 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, snoring, etc.) will reduce this grade.

PERIODIC ASSIGNMENTS: From time to time, a short assignment will be given. Approximately eight (8) short assignments will be made during the term. Assignments done in an incomplete/sloppy manner will be redone and downgraded.

PRINCIPLES OF MARKETING SIMULATION: Company teams will be formed to compete in the NewShoes Marketing simulation. Part of the grade for this portion of the course will be determined by how well a team does competing against other teams as determined by, first, cumulative profit, second, cumulative return on sales, and third, total market share. A company file will also be considered here in grading. This company file will contain NewShoes (1) assignments, (2) results printouts, (3) any extra NewShoes-related items and, (4) any items used to aid in your NewShoes decision-making. Show me how you made decisions and the aids you used for decision making. The completeness, neatness, and organization of this file will influence the grade assigned. This decision game is your term project for the course. **A lab fee is required for the simulation.**

TESTS: Tests will be composed on an approximately 50/50 split between classroom presented material (i.e., lectures, discussions, guest lectures, etc.) and text presented material. Tests will be a mixture of objective questions (approximately 80%) and short essay questions (approximately 20%). A mini test will be given early in the term to allow students to become familiar with the instructor's testing procedures. The Midterm and Final will consist of some questions on a few topics from the earlier tests given during the term, plus questions on any untested chapters, lectures, etc.

PENALTY: Late work will be reduced one letter grade each week (or portion thereof) overdue, i.e., one day late will reduce the grade by one letter. Late assignments will be downgraded.

ACADEMIC HONESTY (Ethical Student Behavior): F.Y.I. Academic dishonesty consists of copying, cheating, plagiarizing, theft of class materials, etc., and is punishable by: (1) a failing grade on the item in question, (2) a failing grade in the course, and/or (3) dismissal from the University. I wouldn't risk it.

SCHEDULE

| <u>Week Beginning</u> | <u>Reading</u> | <u>General Topics</u> | <u>Important Dates</u> |
|-----------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| September 16 | Chapter 1 | Introduction, What is Marketing? | |
| September 20 | Chapter 2 Appendix A (p. 625-628) Chapters 3 (p. 58-64) and 4 | Marketing Decisions, The Marketing Concept. Marketing, The Firm and The Environment | |
| September 27 | Chapter 3 (remainder) | Segmenting Markets, Positioning Goods and Services | |
| October 4 | Chapters 5 and 6 | Demographics, Consumer Behavior | Mini Test, Thurs. Oct. 7th |
| October 11 | Chapters 7 and 9 | Organizational Buyer Behavior, The Product, Naming and Packaging | |
| October 18 | Chapter 10 | Product Development and Management | |
| October 25 | Chapters 17 and 18 (drop p. 498 heading to 501 heading) and Appendix A (p. 618-622) and Appendix B (p. 638-641) | Pricing | Midterm Test, Tues. Oct. 26th |
| November 1 | Chapters 14 and 16 | Promotion Mix I – General, Promotion Tools, Advertising | Monday, Nov. 1 NO CLASS!! |
| November 8 | Chapter 15 | Promotion Mix II – Personal Selling Publicity | |
| November 15 | Chapter 11 | Channels of Distribution | |
| November 22 | Chapters 13 and 12 | Retailing, Wholesaling, and Distribution | Thursday, Nov. 25, NO CLASS!! |
| November 29 | Chapter 8 | Marketing Information | |
| December 6 | Chapters 22 | Marketing and Society | Wednesday, Dec. 8, NO CLASS!! Company File and Late Assignments Due |

NOTE: FINAL EXAM,

Section 01, ??Date, December, Time, in ?? .

Section 02, ??Date, December, Time, in ?? .