Gonzaga University  
Fall 2016 in Florence

Course: MKTG 310 FL  
Principles of Marketing

Schedule: M.T.R: 10:30am-11:30am  
Office Hours: by appointment and/or via Emails

Instructor: Dr. Dan (Danielle) Xu  
E-Mail: xu@gonzaga.edu

Course Description:
This course will provide an understanding of marketing concepts and their importance in both the business world and in society as a whole. Our study of marketing will focus on facilitating exchanges between producer and final consumer, with the ultimate goal of fulfilling customer needs and customer satisfaction. Marketing strategy planning will be examined, including the critical aspects of product development, target marketing, pricing, distribution, and marketing communications; these concepts will be studied in the context of current global and ethical challenges.

Learning Outcomes:
Upon completion of this course, students should have an understanding of the following:

- The major components of the 4Ps: Product, Place, Price and Promotion—how products are developed and positioned in the market, how a target market is selected, considerations in choosing channels of distribution, the fundamentals of pricing products and services, and the importance of marketing communications
- Best practices in the field of Integrated Marketing Communications
- Elements that influence consumer behavior
- Ethical considerations in marketing
- The role of micro and macro marketing in our culture

Students who complete this course should also benefit from further development of their written communication skills and analytical abilities.

Course Materials:
2. Lecture Notes and teaching materials: available on Blackboard
**Grading Policy:**

- Exams (2)   
  
  60%

- Individual assignments   
  
  25%

- Group Assignment   
  
  15%

*Exams* will be closed books and closed notes. If you must make up an exam due to certain circumstances, the prior permission of instructor is required. If that is the case, you must show the proper document(s).

*Comprehensive exam* is optional and can be used to substitute your lowest exam score.

*All assignments* need to be turned in at the beginning of class on due date.

*Attendance and participation* in class are required, as they are considered important. However, if you must miss a class, you are responsible for all the announcements made in that class.

The use of the electronic devices (i.e. cell phones, laptops, etc.) is **strictly prohibited** in the class.

*Individual Assignments* will be given during the course so that you can apply course concepts to real world situations. All outside sources of information must be clearly acknowledged whether the source is a direct quote, a paraphrase of another’s work, or a combination of both. This applies to all sources of information, including company brochures, websites, in-person or online interviews, etc.

Details of each assignment will be posted on Blackboard a minimum of one week prior to the assignment due date and each assignment must be turned in at the beginning of class on the due date. Please type and proofread all assignments---spelling, grammar and punctuation are significant elements of your grade. A major aspect of marketing is the quality of the presentation; the packaging can make or break the success of the offering. Your ability to present your work in a clear, concise and organized fashion will definitely enhance your grade.

*Group Assignment:*

Each student will be part of a small group who will create a mini-presentation for the class on a marketing topic of current interest. This project is intended to introduce the class to innovative ways that organizations are marketing their products and/or services in an effort to differentiate themselves from competitors. Each group will be given approximately 10 minutes of class time to present its findings and facilitate class discussion.

*Academic Dishonesty:*

The following statement is taken from the Gonzaga University Academic Honesty Policy (2002): *Without honesty the humanist, Catholic and Jesuit traditions could not continue; knowledge*
would be neither taught nor learned. Even the less obvious ethical and educational principles in our Mission Statement require honesty. Creativity without honesty becomes self-indulgence, intelligence without honesty degenerates into mere mental power. Self-knowledge without honesty cannot rise above self-deception, and the desire for truth becomes a craving for the rewards of those who have honestly found the truth. Without honesty, a concern for others may easily serve as a disguise for manipulation. The commitment to justice requires honesty, for to cheat, to fabricate, or to plagiarize is to act unjustly. Professional expertise requires honesty: cheating or plagiarizing denies the essence of what it means to be a professional in any field.

Because honesty is so essential to the traditions, ideals, and goals that define its kind of education, Gonzaga is committed to protecting academic honesty. This commitment entails practical consequences\(op.\ 2).\n
\[\text{ACADMIC HONESTY consists of truth-telling and truthful representations in all academic contexts;}\]

\[\text{ACADEMIC DISHONESTY consists of any of the following activities, which are defined and illustrated in Section II [of the Academic Honesty Policy, 2002]: cheating, fabrication, plagiarism, and facilitating academic dishonesty}\(op.\ 2).\]

\[\text{PENALTIES for academic dishonesty are spelled out in detail in the policy, which can be found on the Gonzaga University web site: http://www.gonzaga.edu/Campus-Resources/Offices-and-Services-A-Z/Academic-Vice-President/AcademicHonestyPolicy2002.pdf}\]

\[\text{The School of Business adheres to the Academic Honesty Policy (2002) in determining appropriate consequences for violations of the policy. For further information refer to the School of Business website: http://www.gonzaga.edu/Academics/Colleges-and-Schools/School-of-Business-Administration/undergraduate/AcadHonesty.asp}\]

\[\text{Disability Accommodations:}\]

\[\text{Gonzaga University, the School of Business, and the course instructor will certainly make reasonable accommodations for persons with documented disabilities. Students should notify Disability Resources, Education, \& Access Management (DREAM) located at Foley 203B (509-313-4134) and the instructor of any special needs during the first week of class.}\]

\[\text{TITLE IX}\]

\[\text{Gonzaga University recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct will NOT be tolerated at Gonzaga. If you have been the victim of sexual misconduct we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct I must report the matter to the Title IX Coordinator. Should you want to report to a}\]
confidential source you may contact the following:

- Gonzaga Health Center | 509.313.4052 | 704 E Sharp Avenue
- Gonzaga Counseling Center | 509.313.4054 | 324 E Sharp Avenue
- Any priest serving as a sacramental confessor or any ordained religious leader serving in the sacred confidence role. | 509.313.4242
- University Lutheran Community Services and SAFeT | 509.624.RAPE*

**Mission Statement:**

We develop professionally competent and intellectually curious graduates who exemplify the humanistic, ethical, and moral values of a Jesuit institution. We provide a challenging and supportive learning environment, with quality students and faculty marking our excellence. As part of a global environment, we promote relationships with regional, national, and international business and scholarly communities.
**Tentative Schedule**

09/13  Overview of the course

09/15-10/21  
Ch. 1: Marketing's Value to Consumers, Firms, and Society
Ch. 2: Marketing Strategy Planning
Ch. 3: Evaluating Opportunities in the Changing Market Environment
Ch. 4: Focusing Marketing Strategy with Segmentation and Positioning
Ch. 5: Final Consumers and Their Buying Behavior
Ch. 6: Business and Organizational Customers and Their Buying Behavior

10/20  **Exam 1 (Chapters 1-6)**

10/24-12/05  
Ch. 8: Elements of Product Planning for Goods and Services
Ch. 9: Product Management and New Product Development
Ch. 10: Place and Development of Channel Systems
Ch. 11: Distribution Customer Service and Logistics
Ch. 13: Promotion — Introduction to Integrated Marketing Communications
Ch. 15: Advertising, Publicity, and Sales Promotion
Ch. 16: Pricing Objectives and Policies
Ch. 17: Price Setting in the Business World

Course Wrap-Up

12/06    Exam 2 (Chapters 8-11, 13, 15-17)

12/08    No class

12/12-13  Group Presentations

12/16    Optional comprehensive final exam

Note: Marketing Ethics & Customer Service will be incorporated into various chapters and marketing concepts that we will cover throughout the course.