SYLLABUS

SUMMER 2016 Semester in Florence

COURSE TITLE & NO: MKTG 310 – Principles of Marketing
DAYS & TIMES: Mo. T. W. Th. 10.00 am – 11.35 am
INSTRUCTOR: Tamara Evans
OFFICE HOURS: by appointment
CONTACT : email
evanst@gonzaga.edu
tamarae_1999@yahoo.com

Required Text:  *Basic Marketing, A Marketing Strategy Planning Approach* by Perrault, Cannon, McCarthy, Ed. 17 International ed., (Ed. 16, 17, 18 or 19th can be used)

**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 OUTCOME**
Upon completion of this course, students should have an understanding of the following:
- The major components of the 4P’s: 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.

**METHOD**
Lectures, case studies, videos, class discussions, and field trips (whenever possible).
Most class sessions will follow a lecture/discussion format. Lectures will be related to the assigned readings—devoted to presentation and discussion of concepts, frameworks, and techniques useful for understanding principles of marketing. However, some of the time in most class periods will be devoted specifically to discussion of the assignment material—assigned questions, exercises, or short cases.

**Teaching Commitment**
I am a great believer in active learning and use a variety of methods to encourage discussion and interaction on the issues the course presents.
I am very committed to providing an enjoyable learning environment that is both exciting and challenging.
use various assessment strategies that allows me to fairly assess student learning regardless of the student's learning styles. Above all, I treat my students with the utmost respect, creating an environment where students feel safe to frankly discuss topics, which they might otherwise be reluctant to address. For all my classes, regardless of size, I pride myself on learning the names of all my students and treating each student as an individual.

**Decorum**
- Cell-phones off; no food and beverages admitted, except for bottled water,
- No technical devices are accepted (laptops, I pads, etc)
- Disrupting behaviour (doing something else during the course, engaging in private conversations, playing with electronic devices) is not accepted and if repeated it will negatively affect the attendance and participation part of the final grade or may result in removal from the course.

**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 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.

**GENERAL INFORMATION:**
1. You are responsible for all material presented in class. This includes lectures, discussions, 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 emergencies. 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:**
Class participation 5%
Periodic individual assignments 10%
Group assignment 10%
Quizzes 40%
Final Exam 35%
ASSIGNMENTS / TESTS / ASSESSMENTS

Individual Assignments

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 assigned to 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.

GRADINGSCALE:

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<th>Percentage</th>
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<td>94 – 99.9%</td>
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<td>less than 60</td>
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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).

To receive credit, assignments need to be turned in at the beginning of class on due date.

Significance for the final grade of attendance and participation

A: the student has no absence, is punctual and respectful with the professors and the classmates, is always prepared for class (has done the reading and writing assignments); He/she vividly participates in class discussions and contributes with interpretations which prove fine critical sense and creativity, using a grammatically correct, semantically rich and conceptually clear language.
B – the student is respectful and punctual, is prepared for class, participates in discussions, has a good level of understanding the issues under focus and an appropriate use of language.

C – has a adequate but schematic or superficial understanding of the texts and issues under focus, is not always prepared for class, uses a simple language.

**Grades Significance for written assignments**

**Grade A:** the work is an excellent synthesis of elaborated course inputs, extensive reading and original ideas; it is well articulated in a balanced argumentation and formulated in a clear, fluent style.

**Grade B:** the work shows a good elaboration of the course inputs, a well-conducted discourse and a good use of bibliography; it has a good level of style.

**Grade C:** the work proves a basic understanding of the research issue, but does not use the bibliography properly/or does not express ideas in a persuasive clear style or lacks in discourse planning, therefore needing improvement.

**Grade D:** The work is acceptable, but weak in terms of formulating and discussing the question under focus and organizing the discourse. It relies on non-academic sources and does not, in general, comply with the requirements, unless in minimal way.

**Grade F:** The work is not acceptable in terms of the basic requirements or has not been submitted in time.

**Grade 0:** the work has not been submitted

**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” (p. 2).

“ACADEMIC HONESTY consists of truth-telling and truthful representations in all academic contexts;

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” (p. 2).

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

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

DISABILITY ACCOMMODATIONS

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.

READINGS / SOURCES

Article: Theodore Levitt, *Marketing Myopia*, 1960 Harvard Business Review. This important article is a must read for all marketing students (copies provided at no charge by the instructor)

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”.

TENTATIVE 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

May 16  
Course introduction, course materials, learning goals  
**Lecture**: An Overview of Contemporary Marketing.

**Reading**:  
Chapter 1, Marketing’s Value to Consumers, Firms, and Society  
(Come prepared to discuss case studies and examples in the textbook)  
**Video**: The Corporation

May 17  
**Lecture**: Elements of a marketing strategy and the environmental characteristics that influence strategy decisions.  

**Reading**:  
Chapter 2, Marketing Strategy Planning.  
(Come prepared to discuss case studies and examples in the textbook)

May 18  
**Lecture**: Elements of a marketing strategy and the environmental characteristics that influence strategy decisions (CONTD.).  

**Reading**:  
Chapter 2, Marketing Strategy Planning
May 19 **Lecture**: External market environment that a marketing manager must deal with in marketing strategy planning. The European business environment.

**Reading**:  
Chapter 3, Evaluating Opportunities in the Changing Marketing Environment.  
(Come prepared to discuss case studies and examples in the textbook)

May 23 **Quiz 1**  
**Lecture**: External market environment that a marketing manager must deal with in marketing strategy planning. The European business environment.

**Reading**:  
Chapter 3 (as above)

May 24 **Lecture**: Understanding and analysing customers in a market.

**Reading**:  
Chapter 4, Focusing Marketing Strategy with Segmentation and Positioning  
(Come prepared to discuss case studies and examples in the textbook)

May 25 **Lecture**: Factors influencing consumers buying behaviour.

**Reading**:  
Chapter 5, Demographics, Chapter 6, Final Consumers and Their Behaviour  
(Come prepared to discuss case studies and examples in the textbook)

May 26 **Lecture**: B2B. many marketers managers aim at customers who are not final customers, but are businesses which buy goods to produce final consumer goods.

**Reading**:  
Chapter 7: Business and Organisational Customers and their Buying Behaviour.  
(Come prepared to discuss case studies and examples in the textbook)

May 30 **Quiz 2**  
**Lecture**: B2B. many marketers managers aim at customers who are not final customers, but are businesses (CONTD.)

**Reading**:  
Chapter 7: business and organisational customers and their buying behaviour.  
(Come prepared to discuss case studies and examples in the textbook)

May 31 **Lecture**: Consumer product and business product classes and their effect on planning marketing mixes.

**Reading**:  
Chapter 9, Elements of product planning for Goods and Services  
(Come prepared to discuss case studies and examples in the textbook)

June 1 **Lecture**: Consumer product and business product classes and their effect on planning marketing mixes (contd.)

**Reading**:  
Chapter 9, Elements of product planning for Goods and Services  
(Come prepared to discuss case studies and examples in the textbook)
**Video:** Ben & Jerry

June 2  
**NO CLASS NATIONAL HOLIDAY**

June 6  
**Quiz 3**  
New products and product life cycle and marketing strategy planning.

**Reading:**  
Chapter 10, Product Management and New product Development  
(Come prepared to discuss case studies and examples in the textbook)  
**Video:** Ben & Jerry (CONTD.)

June 7  
**Lecture:** Channels of distribution and levels of market exposure.  
**Reading:**  
Chapter 11, place and development of channel system  
(Come prepared to discuss case studies and examples in the textbook)

June 8  
**Lecture:** logistics customer service, transporting, and storing  
**Reading:**  
Chapter 12, Distribution customer services and logistics

June 9  
**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  
(Come prepared to discuss case studies and examples in the textbook)

June 13  
**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. (contd.)  
**Reading:**  
Chapter 17, Pricing Objectives and Policy  
(Come prepared to discuss case studies and examples in the textbook)

June 14  
**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  
(Come prepared to discuss case studies and examples in the textbook)

June 15  
**Quiz 4**

**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 personal selling.

**Reading:**
Chapter 15, Personal Selling
(Come prepared to discuss case studies and examples in the textbook)

**June 16**  
**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.

**Reading:**  
Chapter 16, Advertising and Sales Promotion  
(Come prepared to discuss case studies and examples in the textbook)

**June 20**  
**Lecture:** price setting and business strategy planning in the business world

**Reading:**  
Chapter 18, price setting in a business world

**June 21**  
**IN CLASS GROUP PRESENTATION**

**June 22**  
**Review**

**June 23**  
**FINAL EXAM**