

PRINCIPLES OF MARKETING
BU 360 A
Course Syllabus
Spring 2003

Instructor:	Michael Stoica		
	Office:	Henderson 310 E	
	Phone:	(785) 231-1010 x 1592	
	E-mail:	zzstoica@washburn.edu	
Meeting Time:	HC 104	TR	11:00-12:15
Office Hours:	Tuesday and Thursday: 12:15-1:15 PM		
Required Materials:	Boone, Louis and David Kurtz (2004), <u>Contemporary Marketing</u> , (11 th edition) Fort Worth: TX, Harcourt College Publishers		
Optional Materials:	Wall Street Journal		
Prerequisites:	EC 202, 2.0 GPA, AND 54 HOURS		

Course Description:

Marketing concepts and their relevance to organizational objectives and methods of operation. Marketing environment, marketing mix, marketing planning, strategy implementation, and assessment of marketing performance. Emphasis on improving marketing performance in a socially and ethically responsible manner.

It is the responsibility of the student to meet all prerequisite requirements for the course. A student failing to meet prerequisite requirements is subject to administrative withdrawal from the course at any time

Course Objectives:

Marketing represents an orderly and insightful process for thinking about and planning for markets. Decision making in marketing is a skill that requires tools and terminology. It is best learned through practice. This course is dedicated to the understanding of marketing concepts and their relevance to organizational objectives and methods of operation.

Primary course learning objectives for the course and the topics covered related to each outcome:

- A. Students will understand and be able to use the basic principles of marketing:
- ✓ marketing orientation
 - ✓ consumer behavior
 - ✓ marketing research (primary research, secondary research)
 - ✓ marketing segmentation
 - ✓ marketing targeting
 - ✓ marketing positioning
 - ✓ marketing mix (product, price, communication, placement)
 - ✓ product/service (the shell model, product differentiation, branding, life cycle)
 - ✓ price (pricing options and concepts)
 - ✓ communication (advertising, personal sales, publicity, sales promotion)
 - ✓ placement (distribution channels)
- B. Students will understand the role of marketing within the organization and the relationship between the organization's overall strategy and its marketing strategy
- ✓ marketing mission and long term goals
 - ✓ elements of marketing strategy
 - ✓ critical thinking and creativity
- C. Students will understand the ethical, social, and political impact of marketing
- D. Students will understand the impact of technology on marketing practice and be able to master the emerging high tech marketing tools: Internet advertising, electronic-commerce, mobility-commerce
- E. Students will understand the effects of global and economic integration on marketing strategy and practice
- ✓ importance of global marketing
 - ✓ the international marketing environment
 - ✓ multinational economic integration
 - ✓ implications of going global
 - ✓ developing an international marketing strategy

Topic Outline: see course calendar

Disclaimer: see course calendar

Attendance:

Class attendance is mandatory. Class participation is graded (20 percent of the final grade)

Homework:

Class discussion on selected topics assigned by the instructor in the previous class meeting

Research paper using secondary sources on topics selected and/or approved by the instructor. Topics will include high tech tools used by marketers to reach their customers. Internet, E-commerce, M-commerce, B2B, B2C tools will constitute the main subject matters.

Two to three written reports on cases (topics) selected by the instructor will be turned in and orally defended by students working alone and/or in teams. Each report will comprise the three stages of the case analysis technique: description phase, diagnosis phase, and prescription phase. Students will present their solution to the problem in the case and defend their action plan. Each student will have to orally defend his/her solution at least once in front of the class.

Class Participation:

Be prepared to answer the questions in the assignments during class. Ask questions via e-mail or in class. Prepare with care the in-class presentations and term paper assignments. Do well on the examination. Stop by the office during office hours (or by appointment) for any questions and provide progress report.

Make-up Policy: Deadlines are mandatory. No make-up presentation is possible. (see course calendar)

Grades:

Exams	60%
Marketing reports	20%
Class presentations and class participation	20%

Literate questions during class count as a plus. The lack of class participation counts as a minus. Therefore, try not to miss class. Let me know via e-mail when you will be absent. One absence raises no questions; more absences raise questions.

General guidelines for report:

Written presentation requirements:

- ✓ Page 1: Outline
- ✓ Page 2: One page executive summary. Synopsise (synthesize). List recommendations.
- ✓ Body of report: Introduction. Situation analysis. Research. Key findings. Recommendations. Conclusions.
- ✓ Endnotes. Short bibliography.
- ✓ Extra pages: Appendices (tables, charts, graphs).

Additional suggestions:

- ✓ Submit single-spaced page for page 1 (Executive Summary).
- ✓ Submit double-spaced pages for body of report.
- ✓ Examine data and information through search engines available
- ✓ Use quotation marks and cite sources in endnotes. *Do not copy sources without citation.*
- ✓ Paginate report.
- ✓ Divide report into sections and sub-sections.
- ✓ Use the computer center to examine the data and information available in Washburn and other academic libraries.

The American Marketing Association is located in Chicago. Its library of professional materials is very good. If you are a corporate member or student member of the AMA (if not you are strongly recommended to apply), you will be able to use the library without charge. Go to <http://www.ama.org>

Note: Many city and suburban public libraries do not have full and complete access to the materials that are catalogued by academic libraries. Do not depend on the former for last minute work on your term papers.

Students With Disabilities:

Students with disabilities may identify themselves voluntarily to the Services for Students with Disabilities Office [SSWDO] to request accommodations. The office is responsible for assisting in arranging accommodations and for identifying resources on campus. New requests for accommodations should be submitted two months or more prior to the date services should begin; however, check with SSWDO as soon as a need arises.

Location: Morgan Hall, Room 150
Phone: 785-231-1010, x 1629
TDD: 785-231-1063

Academic Misconduct:

All students are expected to behave ethically in class. In this regard, you should be aware of the definition of academic misconduct at Washburn University:

Academic misconduct by a student shall include, but not be limited to, disruption of classes, giving or receiving unauthorized aid on examinations or in the preparation of notebooks, themes, reports or other assignments, or knowingly misrepresenting the source of academic work.

For a complete copy of the Academic Impropriety Policy, contact the office of the Vice President for Academic Affairs, Morgan 270.

Advising Services:

As a Washburn student, you may experience difficulty with issues such as studying, personal problems, time management, or choice of major, classes, or employment. The Center for Learning and Student Success or CLASS (counseling, testing, learning assistance, career services, academic advising) is available to help students. If you need someone with whom to discuss an issue confidentially and free of charge, contact:

CLASS in Morgan 122, 231-1010, ext. 1299
zzdpclas@washburn.edu
www.washburn.edu/services/class

Course Calendar

Week	Topic	Assignment		Comments
		Oral	Written	
1 January 21-24	What is marketing ? Marketing in organizations Marketing, ethics and social responsibility.	Chapters 1, 2, and 3		Look for information on strategic marketing. Stay current. Subscribe to the Wall Street Journal.
2 January 27-31	Globalization. The global dimensions of marketing Strategic implications of international marketing	Chapter 4		Bring to class marketing issues that have a strategic importance at the beginning of each class meeting
3 February 3-7	Technology and marketing: Internet Relationship marketing, database marketing The marketing research function Conducting secondary research Secondary research on a topic related to <i>technology and marketing</i>	Chapters 5, 6 and 7		Class will meet at Mabee Library
4 February 10-14	Marketing research reports. Presentations		Report	7-9 min. presentations 6-8 min. discussion
5 February 17-21	Marketing research reports. Presentations		Report	7-9 min. presentations 6-8 min. discussion
6 February 24-28	Marketing planning. Components Market segmentation. The role of segmentation. Criteria Market targeting and positioning. Strategies for reaching target markets. Examples	Chapter 8		
7 March 3-7	Consumer behavior. Interpersonal determinants Personal determinants of consumer behavior Opportunity recognition	Chapter 9		
8 March 10-14	Business to business marketing. Segmentation and targeting The buying center. Effective BTB marketing strategies.	Chapter 10		
9 March 17-21	Spring Break			
10 March 24-28	Mid-term Exam			

Course Calendar *(continued)*

Week	Topic	Assignment		Comments
		Oral	Written	
11 March 31 April 4	The marketing mix (4Ps). The importance of the mix in the planning process Products and services. Classifying products and services. The shell model. Examples Product line. The product life cycle concept and its implications	Chapter 11		
12 April 7-11	Brands and trademarks. Branding strategies. Brand management. Case	Chapter 12		
13 April 14-18	Price and pricing. Pricing objectives. Pricing strategies Examples	Chapters 13 and 14		
14 April 21-25	Promotion. Objectives. The promotional mix Advertising and publicity Sales promotion and personal selling Promotion plans. Examples	Chapters 17, 18, and 19		
15 April 28 May 2	Distribution. Marketing channels Distribution. Vertical marketing systems. Distribution strategies Requirements of the oral presentation and the written reports Presentation	Chapters 15 and 16		
16 May 5-9	Presentations		Written report	