

Mktg 301 – Principles of Marketing – Spring 2012

Sec. 001 – MW 2:40-3:55 p.m. – ILC401

Professor: Dr. Douglas J. Lincoln
Office: B-306H
Office hours: 10:00-noon MTuF, 4:00-5:00pm MW,
Tu 2:00-4:00pm and by appointment

Phone: 426-3246
E-mail: dlincoln@boisestate.edu
Fax: 426-5384

NOTE: All e-mails to me should include MKTG301 in the subject heading. Otherwise they may not be read.

Course Description

Describes the methods of identifying and interpreting the wants and needs of people; selecting the particular wants and needs the organization will satisfy; and determining the product, price, promotion, and place in a proper marketing mix.

Course Support Site

The Blackboard site will be mainly used to make announcements, store, and/or distribute course materials not offered by of your textbook. This may include but not limited to classroom slides, links to outside readings, and materials needed to complete the course project. And, it provides you with access to the grades you have earned on assigned course activities.

We will explore the use of the Blackboard Mobile app during this course. While it does not offer the same functions as are available with regular Blackboard, it will offer more mobile access to the course site. Two documents on the functionality of Mobile Blackboard are posted in the Course Documents tab.

Course Prerequisites

Successfully passed (i.e., grade of C- or better) ACCT205, ECON202, and BUSCOM201 (or ENGL202)

Required e-Textbook

You are required to use the InKling (free) app to establish an account so that you can purchase and download our e-textbook titled *Marketing* third edition (copyright 2012 by Grewal and Levy). This book retails for \$99.99 but InKling has given us a discount of 20%. You should enter this code: **smartbook20** at checkout. This code will only work for the most expensive item in your cart (if more than one are the cart). As we are using most all of the book's 19 chapters, it will cheaper for you to buy the entire book vs. the separate chapters. If you do purchase chapter by chapter, you will only want to buy one at a time. This discount code is only in effect until February 17, 2012.

Classroom Technology

We will be using Apple iPads (second generation) for this course. A number of activities will require their use while their use can be considered optional for other activities. The use of mobile device technology in this course is part of a two-year project at BSU for the purpose of understanding how and why mobile devices can enhance student engagement and learning. This semester there are six professors at BSU who are known as M-Learning Scholars 2.0. The six of us are expected to conduct and share research that will aid our university's understanding on the role of mobile learning devices in collegiate education. For this reason, you will be asked to participate in three online surveys this

semester. The nature and timing of the surveys will be announced in class, at the Blackboard site, and via e-mail requests from your instructor. Your cooperation is appreciated. All responses will be anonymous and only aggregated data will be reported. Survey participation does not impact your course grade in any manner.

Course Learning Objectives and (Assessment Methods)

Upon completion of MKTG301, the successful student should:

1. Be able to recognize and correctly use the key terms of marketing (memos, project, and class participation)
2. Be able to identify current changes in the external environment (political, social, legal, regulatory, global, and technological) and describe how these changes create marketing opportunities and threats for an organization. (memos, project, and class participation)
3. Be able to understand how to make logical strategic and tactical marketing decisions such as market segmentation and product positioning. (memos, project, and class participation)
4. Be able to effectively present and defend a marketing plan and one’s position on controversial marketing topics or issues. (project and iExercises)
5. Become professionally current by applying classroom topics to real world marketing problems. (memos and class participation)
6. Be able to understand and apply behavioral science in marketing contexts such as customer behavior analysis, personal selling, advertising, marketing communications, and organizational behavior. (memos, project, iExercises, and class participation)
7. Be able to recognize and discuss both the global and ethical issues related to marketing. (memos and class participation)

College of Business and Economics Core Curriculum Student Learning Goals and Objectives Related to MKTG 301

Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:	
1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:	
<input checked="" type="checkbox"/>	1.1. Accounting
<input checked="" type="checkbox"/>	1.2. Business Policy and Strategy
<input checked="" type="checkbox"/>	1.3. Economics
<input checked="" type="checkbox"/>	1.6. International environment of business
<input checked="" type="checkbox"/>	1.7. Legal environment of business
<input checked="" type="checkbox"/>	1.8. Management
<input checked="" type="checkbox"/>	1.9. Marketing
<input checked="" type="checkbox"/>	1.11. Supply Chain Management
<input checked="" type="checkbox"/>	2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling
<input checked="" type="checkbox"/>	2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery
<input checked="" type="checkbox"/>	3. Solve problems, including unstructured problems, related to business and economics

☑	4. Use effective teamwork and collaboration skills
☑	5. Resolve ethical issues related to business and economics

Performance Measures And Rewards

Reward	Activity
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350 points **New Product Opportunity Assessment/Marketing Strategy Development:** You will participate in an applied marketing planning project. This will be done on a team basis with a maximum of three students per team. The purpose of this activity is to help you understand how to use marketing principles within a managerial context. The project consists of developing, writing, and presenting a modified/shortened version of a traditional marketing plan. There are two specific, written assignments or “deliverables” that will be required of teams. More specific information and guidance on this activity and the products to be marketed will be provided in the classroom. However, in addition to the written deliverables, each team will deliver an oral presentation on each deliverable.

Deliverable #1: Situational Analysis, Marketing Objectives, Market Segmentation and New Product Positioning (Written element = 75 points maximum and oral presentation = 75 points maximum)

Deliverable #2: Marketing mix recommendations to accomplish marketing objectives. This deliverable includes specific information on how you will accomplish a successful positioning of your “new” product. (Written element = 100 points maximum and oral presentation = 100 points maximum).

270 points **Memos: (aka Readiness Assurance Assignments):** Familiarization with your textbook’s content and other assigned content (readings, videos, podcasts, etc.) prior to attending class will greatly enhance your ability to participate in an active learning environment and learn marketing. A total of 12 brief memos (one-page maximum) will be assigned for material covered by specific chapters and/or other outside the classroom materials. These assignments must be electronically submitted prior to 2:40pm for the date they are assigned. You are also to bring your electronic copy of the memo (on or accessible via your iPad) and one hard copy of your memo to class with you (for the purpose of sharing and discussing with a classmate) on the date they are assigned.

No Memo make-up assignments are allowed. No exceptions. But, only your best 9 (out of 10 possible) scores will be used in calculating your final point total on this component. (I.e. 9@30 points = 270). Submitted assignments will be graded as “Very Good” (30-26 points awarded), “Acceptable” (25-20 points awarded), and “Unacceptable” (19-5 points awarded) to reflect student effort and outcomes. A grading rubric will be provided to define the characteristics of submissions falling into each grade/point category.

270 points **iExercises:** These activities consist of 10 in-classroom and out-of classroom activities that use specific iPad functions and apps to produce and distribute a variety of products that might be created by those working in the field of marketing. The purpose of these exercises is to explore where, learn how, and adapt where possible a newer technology to an “old” problem or need. The 10 iExercises listed on this syllabus (dated January 18, 2012) are tentative. They will be changed, omitted, and/or added to as the semester unfolds. All changes will be announced through a variety of channels.

These assignments must be electronically submitted prior to midnight for the date they are assigned. Submitted assignments will be graded as “Very Good” (30-26 points awarded), “Acceptable” (25-20 points awarded), and “Unacceptable” (19-5 points awarded) to reflect student effort and outcomes. Students earning either an Acceptable or Unacceptable grade can submit a revised assignment and be eligible to receive a new grade that will (in points) be no more than the highest point level for the next highest grade category. For example, if you earned an Unacceptable grade and were given 16 points, a successful revision could earn you an Acceptable grade and up to 25 points. Only your best 9 (out of 10 possible) scores will be used in calculating your final point total on this component. (I.e. 9@30 points = 270). A grading rubric will be provided to define the characteristics of submissions falling into each grade category.

60 points

Secondary and Primary Research Paper on iPad (tablet) Use in

Business/Marketing Settings: You are asked to identify the variety of ways or purposes for which tablets in general and iPads specifically are being used in business today. Your effort should be based on secondary information such as popular business periodicals (e.g., the Wall Street Journal), technology oriented publications, and primary research to include a personal interview (does not have to be in person) with a businessperson who regularly uses a tablet in his or her work setting. Note: “business” in this assignment could include not for profit organizations but should exclude government and educational entities. These papers are due April 2. Each student will be required to orally share some of their key findings with classmates between April 2 and April 25. A schedule of who is sharing on what date will be developed later in the course.

50 points

Attendance and Active Participation in Classroom Discussions. Everyone starts this class having 50 points in “the bag” as the assumption is made that you will attend and actively participate in the classroom activities on all dates other than the six class dates (Project Meetings) for which you are officially excused from attending. Missing more than three other class dates will reduce the points earned for this activity.

1000 points

Maximum Available to Earn on Above Assignments and Responsibilities

Final Grade Determination Flexibility or Customization. Each student is given the opportunity to decide if they wish to change the relative weights of the Memo and iExercise requirements. Each is valued at 270 points in determining final grades. Each student can shift the relative weights of these requirements but neither can drop below 135 points in maximum value. For example, if one felt less comfortable with iExercises than the Memo assignments, they might wish to increase the weight of the Memo assignment to more than 270 points and decrease the iExercise weight.

Students wishing to alter the weight must state their desire (via e-mail) by the beginning of class on February 6. The weights cannot be changed after that date and will remain at 270 points apiece. **NOTE: Changing weights will not change the requirement that 9 out of each 10 assignments must be submitted or the grading levels and points.** The weights will be taken into account when calculating final grades.

50 points

Extra Credit Opportunities: *These are only available during the time period of January 23 to May 2.* All students are eligible for receiving points for a number of activities or actions that contribute to the overall learning of classmates and the instructor. As this is the first marketing course at BSU attempting to use mobile device technology to enhance student engagement and learning, it is an exploratory and collaborative effort

with certain unknowns or degrees of uncertainty that make each of us uncomfortable. The Apple iPad is just a device and, by itself, will not educate others. Examples of actions and behaviors for which extra credit will be given include, but are not limited to the following: helping classmates (and your instructor) understand how to use the iPad functions and apps, explaining marketing content to classmates, helping classmates understand where and how they could improve their learning approaches or habits, bringing current events to class that are examples of marketing issues or actions covered to date in the course. While your instructor can observe many of these activities, many will also need to be conveyed to him by you and/or the classmate(s) you positively affected. So, if someone goes out of his or her way to help you, let your instructor know!

Final Grade Determination

<u>Final Points</u>	<u>Grade</u>	<u>Final Points</u>	<u>Grade</u>	<u>Final Points</u>	<u>Grade</u>	<u>Final Points</u>	<u>Grade</u>
975-1000	A +	875-899	B+	775-799	C+	675-699	D+
925-974	A	825-874	B	725-774	C	625-674	D
900-924	A-	800-824	B-	700-724	C-	600-624	D-
						Under 600	F

Course Policies And General Expectations

Classroom Conduct

Students are expected to act in a professional and respectful manner while in the classroom. This helps create a positive learning environment for all students taking this course and helps the instructor achieve the course objectives. Common classroom interruptions can include: cell phone ringing and talking when others (who have been asked to talk by the instructor) are talking. The only permitted use of mobile electronic devices in the classroom is limited to class-related content and activities.

Writing Standards

Writing is an integral part of all of our disciplines, and especially marketing. Developing an effective style of writing to convey your thoughts and ideas is one of the most important skills you should attain in college.

The COBE Writing Styles Guide (WSG) will be the writing standard we use in this class. The WSG lays out a set of basic writing standards that will be used across all courses in the College of Business and Economics (COBE). These standards are a subset of rules about good writing taught in English and Communications courses. This subset emphasizes professional communications in the workplace.

You are responsible for downloading your own copy of the COBE Writing Styles Guide. A downloadable version of the WSG can be found at this link [COBE web page](#).

Failure to maintain strong writing standards in this class will result in a loss of credit on any given assignment. The amount of credit loss will be a function of the severity of the errors and whether or not they appear to be chronic. As your written papers are team products, the entire team will be considered responsible for writing quality.

Team Expectations for New Product Opportunity Assessment/Marketing Strategy Development Assignment

All team/group members are expected to act in a professional and responsible manner. This means attending group meetings when planned and making sure others in your group or team are contacted in

advance of any one member's inability to fulfill a particular commitment. Given the current state of technology, there is **no excuse** for poor group participation or communications. No one member should not be expected or forced to carry the workload of other members. Considerable time will be allocated this summer to in-classroom teamwork on the marketing plan project. All team members are expected to participate in and contribute to this activity.

Determination of Final Grade on New Product Opportunity Assessment/Marketing Strategy Development Assignment

You have two options here. One, all team members can agree to "take" the same final grade regardless of any variances in individual contributions on the different deliverables. Two, each team member's final grade will be determined by taking 70% of the points earned on the deliverables and the other 30% of the points will be determined by a peer evaluation system within each team member will evaluate the relative contribution of each other. A decision on which "way" each team will be graded must be decided and approved by all team members by February 13 at which time a team charter will be submitted. The charter will define the expectations members have of each other and general consequences when expectations are not met.

Academic Honesty (from the BSU Student Code of Conduct)

Cheating or plagiarism in any form is unacceptable. The University functions to promote the cognitive and psychosocial development of all students. Therefore, all work submitted by a student must represent her/his own ideas, concepts, and current understanding. If an assignment is made on an individual student basis, then collaboration with one or more other students is considered in appropriate.

Tentative Schedule of Class Topics, Assignments, and Activities

Week	Date	Topics, Events, & e-Text Chapter Reading Assignments (includes viewing imbedded e-text videos) (To Be Completed by Date Given)	Outside Classroom Activities (To Be Completed Before Class Meeting)	Inside Classroom Activities (Take Place on Given Date)
1	Jan 16	No Class m- MLK Holiday		
	Jan 18	Course Overview Overview of Marketing		
	Jan 22	Complete First Online Survey (You will need the two digit code provided on the first day of class or e-mailed to you by Ms.	Link to Survey: https://boisestate.qualtrics.com/SE/?SID=SV_2sF6P	

		Sue Ellis)	7BbJQM8heY	
2	Jan 23	Distribution and Check Out of iPads General Instructions on Care and Use	Bring BSU ID to class	Match student ID #s with device #s. Sign loan agreements.
	Jan 25	iPad Orientation-Specific Training and Information on Using Selected Functions and Provided Apps	Acquire InKling app, purchase and download course e-textbook	Configure various iPad functions (e.g., e-mail, Wi-Fi networks)
3	Jan 30	Marketing Strategies (Chapter 2 & Appendix A)	Install specified Apps (not pre-loaded)	Practice Memo Exercise
	Feb 1	Analyzing the Marketing Environment (Chapter 4)	Chapter 4 Memo	Form teams & assign products Practice iExercise
4	Feb 6	Project Meetings-Group A Teams Consumer Behavior (Chapter 5)	Chapter 5 Memo	iExercise #1: Brainstorm segment types and product needs
	Feb 8	Project Meetings-Group B Teams Consumer Behavior (Chapter 5)		
5	Feb 13	Marketing Research (Chapter 9)	Chapter 9 Memo	iExercise #2: Develop buyer behavior model
	Feb 15	Marketing resources via Albertsons Library	iExercise #3: Observation research at retail store	MediaMark+ Reporter Demo
6	Feb 20	No Class- President's Day Holiday		
	Feb 22	Segmentation, Targeting, and Positioning (Chapter 8)	Chapter 8 Memo	iExercise #4: Develop SWOT matrix
7	Feb 27	Project Meetings-Group A Teams New Product Development (Chapter 11)	Chapter 11 Memo	I Exercise #5: Develop positioning map
	Feb 29	Project Meetings-Group B Teams		

		New Product Development (Chapter 11)		
8	Mar 5	Project Meetings-Group A Teams	iExercise #6: Concept test "new" product idea (e.g., survey research)	Finish presentation content, limited practice
	Mar 7	Project Meetings-Group B Teams		
9	Mar 12	Marketing Plan Deliverable #1 Presentations by Group A Teams	Submission of written component	Oral Presentations using iPads
	Mar 14	Marketing Plan Deliverable #1 Presentations by Group B Teams		
10	Mar 19	Project Meetings-Group A Teams Product, Branding, and Packaging Decisions (Chapter 10)	Chapter 10 Memo	iExercise #7: Prepare package mockup visual
	Mar 21	Project Meetings-Group B Teams Product, Branding, and Packaging Decisions (Chapter 10)		
11	Mar 26	No Class-Spring Break		
	Mar 28	No Class-Spring Break		
12	Apr 2	Integrated Marketing Communications (Chapter 17)	Chapter 17 Memo Research Papers Due	
	Apr 4	Advertising, Sales Promotion, and PR (Chapter 18)	Chapter 18 Memo	iExercise #8: Develop promotional material (e.g., brief ad)
13	Apr 9	Project Meetings-Group A Teams Pricing Decisions (Chapters 13 & 14)		iExercise #9: TBA
	Apr 11	Project Meetings-Group B Teams Pricing Decisions (Chap 13 & 14)		

14	Apr 16	Supply Chain Mgt (Chapter 15) Retailing and Multi-channel marketing (Chapter 16)		iExercise #10: TBA
	Apr 18	Personal Selling & Ethics in Marketing (Chapters 19 & 3)	Chapter 3 Memo	
15	Apr 23	Project Meetings-Group A Teams Global Marketing (Chapter 7)	Chapter 7 Memo	Polish Deliverable #2 content & presentation
	Apr 25	Project Meetings-Group B Teams Global Marketing (Chapter 7)		
16	Apr 30	Marketing Plan Deliverable #2 Presentations by Group A Teams	Submission of written component	Oral Presentations using iPads
	May 2	Marketing Plan Deliverable #2 Presentations by Group B Teams		