

MKTG – 301 - Sec 003
PRINCIPLES OF MARKETING
Spring 2012 – TuTh 10:40- 11:55

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Office Hours: Tue 5:00 – 6:00, Thurs 1:30 – 2:30, and by appointment

Required Textbook

Contemporary Marketing (2013), 15th Edition, by Gene Boone and David L. Kurtz, South-Western Cengage Learning. (ISBN: 9781111579715)

Lecture Overheads

Will be posted on the Blackboard course site, prior to the class.

Course Objectives

Prerequisites: Acct 205, BusCom 201, and Econ 202

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
<input checked="" type="checkbox"/>	4. Use effective teamwork and collaboration skills
<input checked="" type="checkbox"/>	5. Resolve ethical issues related to business and economics

1. To provide you with the history of marketing activities and evolution of modern marketing systems.

2. To heighten your awareness of the interaction between business, society and technology as it relates to marketing activities globally.
3. To expand your understanding of the marketing system and basic marketing activities through an understanding and application of behavioral sciences.
4. To sharpen your analysis of business strategy, tactics, and ethics from a marketer's perspective.
5. To provide you with a framework for developing a marketing strategy and a working understanding of the tools and tactics used in development and implementation of a marketing plan.

Nature of the Course

The course will be taught in an interactive lecture format. I prefer to involve the class in topical materials by asking your opinion of various marketing activities and applications of the concepts covered. You are strongly encouraged to share your marketing related experiences and views with the rest of the class. As we cover different aspects of marketing activities, you will note numerous examples of marketing in practice in the world around you. I will try to bring in as many "real world" examples as I can, but at the same time I encourage you to look for these examples on your own and to share them with the rest of the class.

We will cover a great deal of information throughout the semester. Each new topic is carefully selected to build on previously covered material. However, it is essential that you remain current in your reading assignments prior to attending the class. This will not only enhance your understanding of the course material, but also contribute to a much livelier and informed class discussion.

Grading

Your course grade will be determined on the basis of FOUR EXAMS and HOMEWORK ASSIGNMENTS as follows:

Exam I	23.5%
Exam II	23.5%
Exam III	23.5%
Exam IV	23.5%
Homeworks	<u>6.0%</u>
Total	<u>100%</u> of the course grade

Full range of the grading spectrum can be utilized. Below average performance can and will result in a letter grade of C, D, or even F if deserved.

Exams

The exams are *non-cumulative* and each exam will cover approximately *one-fourth of the course material*. The exams may consist of both multiple choice and true/false questions. The final format of the exams will be announced in the class during the semester. Each exam will be *weighed equally* in determining the overall course grade.

Homework Assignments (Group)

Students will be asked to form teams of 5, and complete four group-based homework assignments. These assignments will include finding and submitting examples of articles/news reports/advertisements from the popular business press (i.e., Business Week, Fortune, Wall Street Journal etc.) as they relate to topics discussed in the class. The following link will direct you to some helpful library resources: <http://guides.boisestate.edu/marketing>

Each student team will be required to *submit a copy of the article/ad, a complete citation, and a 1-2*

page summary/analysis of the article and the explaining how it relates to the topic(s) discussed in the class, including an explanation of the concept that the article/example/ad is illustrating. Each homework assignment is worth 1.5% of your total grade. Homework submissions are *due in class on the dates specified in the syllabus*. All homework submissions are expected to meet professional standards (i.e., typed, spell-checked, stapled etc.). You will be marked down for unprofessional submissions.

Please make a note of the major deadlines/examination dates listed below. If, for some reason you are unable to attend one of these examinations or meet a deadline, you should *inform me immediately and reschedule PRIOR TO THE EXAM/DEADLINE*. Failure to do so will result in your getting a zero on that exam/homework. *No rescheduling will be done after the fact.*

Important Dates

Homework #1 January 31
Exam I February 14
Homework #2 February 28
Exam II March 13
Homework #3 April 3
Exam III April 17
Homework #4 May 1
Exam IV May 8 (?) – per final exam schedule.

Attendance Policy

Although I do not take attendance, you are strongly encouraged not to miss class. A lot of material will be covered in class, and I will frequently provide information not available in the textbook. Therefore, missing classes is likely to result in your falling behind in the course. If you miss class, you will be responsible for familiarizing yourself with the topics covered in the class that day. There is no substitute for attending class--you cannot make it up. But if you do miss class, I would advise you to check with one of your classmates to find out what lecture/discussion material you missed.

Academic Misconduct

Apart from the specified group homework assignments, all work for this course is expected to be individual effort. All university rules regarding academic misconduct will apply to this class. Any student(s) caught cheating or plagiarizing will automatically receive a failing grade on the course. I will report the matter to the Dean and make sure that the incident is reported on your official record.

PRINCIPLES OF MARKETING: TENTATIVE COURSE SCHEDULE*

<u>DATE</u>	<u>Week</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
January 17	1	Introduction / Overview of Marketing	Chapter 1
January 19		Overview / Strategic Planning/ The Marketing Environment	Chapters 1, 2, 3
January 24	2	Strategic Planning / The Marketing Environment	Chapters 2, 3 Handout HW#1
January 26		Marketing Research	Chapter 8
January 31	3	Marketing Research	Chapter 8 HW#1 DUE

February 2		Marketing Research / Consumer Behavior	Chapters 8, 5
February 7	4	Consumer Behavior	Chapter 5
February 9		Consumer Behavior	Chapter 5
February 14	5	EXAM – I	
February 16		Business-to-Business (B2B) Marketing	Chapter 6
February 21	6	Market Segmentation, Targeting, and Positioning	Chapter 9 Handout HW#2
February 23		Market Segmentation, Targeting, and Positioning	Chapter 9
February 28	7	Segmentation / Product and Service Strategies (PLC)	Chapters 9, 11 HW#2 DUE
March 1		Product and Service Strategies (PLC)	Chapter 11
March 6	8	Developing and Managing Brand & Product Categories (NPD)	Chapter 12
March 8		Developing and Managing Brand & Product Categories (NPD)	Chapter 12
<u>DATE</u>	<u>Week</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
March 13	9	EXAM – II	
March 15		Marketing Channels and Supply Chain Management	Chapter 13
March 20	10	Marketing Channels and Supply Chain Management / Retailers, Wholesalers and Direct Marketers	Chapters 13, 14 [†] Handout HW#3
March 22		Marketing Channels and Supply Chain Management / Retailers, Wholesalers and Direct Marketers	Chapters 13, 14 [†]
March 27	11	NO CLASS (Spring Break)	
March 29		NO CLASS (Spring Break)	
April 3	12	Pricing Concepts and Strategies - I	Chapters 18, 19 HW#3 DUE
April 5		Pricing Concepts and Strategies - I	Chapters 18, 19
April 10	13	Pricing Concepts and Strategies - II	Chapters 18, 19
April 12		Pricing Concepts and Strategies - II	Chapters 18, 19
April 17	14	EXAM – III	

April 19		Integrated Marketing Communications	Chapter 15
April 24	15	Advertising and Public Relations / Sales Promotion	Chapters 16, 17 Handout HW#4
April 26		Advertising and Public Relations / Sales Promotion	Chapters 16, 17
May 1	16	Personal Selling and Sales Management	Chapter 17 HW#4 DUE
May 3		Personal Selling and Sales Management	Chapter 17
May 8 (?)	Fn.Wk	EXAM – IV	

***Note:** This schedule is tentative. You are responsible for keeping track of any changes announced in the class.

¶ Partial Chapter