Summertime 2018

MKTG – 301
PRINCIPLES OF MARKETING

Instructor: Shikhar Sarin, Ph.D.
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Office Hours: Mondays, Wednesdays, and Fridays, 2:25 – 3:00 p.m.

Recommended Textbook


Lecture Overheads

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

Course Objectives

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:
   - 1.1. Accounting
   - 1.2. Business Policy and Strategy
   - 1.3. Economics
   - 1.6. International environment of business
   - 1.7. Legal environment of business
   - 1.8. Management
   - 1.9. Marketing
   - 1.11. Supply Chain Management

2. Communicate effectively: Write messages and documents that are clear, concise, and compelling

3. Communicate effectively: Give oral presentations that use effective content, organization, and delivery

4. Solve problems, including unstructured problems, related to business and economics

5. Use effective teamwork and collaboration skills

6. 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 THREE EXAMS as follows:

<table>
<thead>
<tr>
<th>Exam</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exam I</td>
<td>30%</td>
</tr>
<tr>
<td>Exam II</td>
<td>30%</td>
</tr>
<tr>
<td>Exam III</td>
<td>40%</td>
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</tbody>
</table>

Total 100% 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-third 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 as shown above in determining the overall course grade.

Extra Credit Opportunities (voluntary; individual assignments; max. of 3 submissions ea.)
Each student can also earn extra credits by completing up to three, voluntary assignments. These assignments will include finding and submitting examples of articles/news reports/advertisements from the popular business press (i.e., newspaper, BusinessWeek, 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

For each assignment, the student will need to submit a copy of the article/ad/report, a complete citation, and a 1-2 page summary/analysis of the article 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 such submission will be worth 1% of your total grade, and each student can submit a maximum of 3 extra credit assignments over the course of the semester. All submissions are expected to meet professional standards (i.e., typed, spell-checked, stapled etc.). You will be marked down for unprofessional submissions. All submissions are due by the last lecture on May 25, 2017.

Important Dates
Exam I May 11
Exam II May 18
Exam III May 25

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

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
Unless specified, 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*

<table>
<thead>
<tr>
<th>DATE</th>
<th>Day</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
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</thead>
<tbody>
<tr>
<td>May 7</td>
<td>1</td>
<td>Introduction / Overview / Marketing Strategies</td>
<td>Chapter 1, 2, 3</td>
</tr>
<tr>
<td>May 8</td>
<td>2</td>
<td>Marketing Strategies / The Marketing Environment / Marketing Research</td>
<td>Chapters 2, 3, 8</td>
</tr>
<tr>
<td>May 9</td>
<td>3</td>
<td>Marketing Research/ Understanding Consumer Behavior</td>
<td>Chapters 8, 5</td>
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<tr>
<td>May 10</td>
<td>4</td>
<td>Understanding Consumer Behavior</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>May 11</td>
<td>5</td>
<td><strong>EXAM – I</strong></td>
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<tr>
<td></td>
<td></td>
<td>Understanding Organizations as Customers</td>
<td>Chapter 6</td>
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<tr>
<td>May 14</td>
<td>6</td>
<td>Market Segmentation, Targeting, and Positioning</td>
<td>Chapter 9</td>
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<tr>
<td>May 15</td>
<td>7</td>
<td>Segmentation / Managing Successful Products, Services, and Brands (PLC) / Services Marketing</td>
<td>Chapters 11, 12</td>
</tr>
<tr>
<td>May 16</td>
<td>8</td>
<td>Managing Successful Products, Services, and Brands (PLC)</td>
<td>Chapters 11, 12</td>
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<tr>
<td>May 17</td>
<td>9</td>
<td>Developing New Products and Services (NPD)</td>
<td>Chapters 10, 11</td>
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<tr>
<td>May 18</td>
<td>10</td>
<td><strong>EXAM – II</strong></td>
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<tr>
<td></td>
<td></td>
<td>Managing Marketing Channels and Supply Chains</td>
<td>Chapters 15, 16†</td>
</tr>
<tr>
<td>May 21</td>
<td>11</td>
<td>Building the Pricing Foundation / Arriving at the Final Price</td>
<td>Chapters 13, 14</td>
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<tr>
<td>May 22</td>
<td>12</td>
<td>Building the Pricing Foundation / Arriving at the Final Price</td>
<td>Chapters 13, 14</td>
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<tr>
<td>May 23</td>
<td>13</td>
<td>Integrated Marketing Communications / Advertising, Sales Promotion and Public Relations</td>
<td>Chapters 17, 18</td>
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<tr>
<td>May 24</td>
<td>14</td>
<td>Integrated Marketing Communications / Advertising, Sales Promotion and Public Relations</td>
<td>Chapters 17, 18</td>
</tr>
<tr>
<td>May 25</td>
<td>15</td>
<td><strong>EXAM - III</strong></td>
<td></td>
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*Note: This schedule is tentative. You are responsible for keeping track of any changes announced in the class.  
† Partial Chapter