

Huntingdon College Adult Degree Completion Program

COURSE NUMBER: BUS 303
COURSE NAME: Foundations of Marketing
Spring 2009, Session III, Shelby

INSTRUCTOR'S NAME: Dr. Dominic Gentile

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COURSE DESCRIPTION:

An institutional and functional study of the creation, pricing, distribution and promotion of goods and services. The marketing variables are explored in detail as they apply to for-profit and not-for-profit organizations. Topics include the study of consumer motivation and behavior, market research, e-commerce and various marketing strategies.

PREREQUISITE: ECO 201 recommended, but not required.

TEXT REQUIRED: Perreault, William D., Jr. Cannon, P. Joseph, and McCarthy, E. Jerome (2009) *Basic Marketing (17th edition)*, Irwin McGraw Hill, ISBN13: 978-0-07-338105-3

COURSE LEARNING OUTCOMES:

1. At the completion of this course, students are expected to:
2. Define marketing and the marketing concept.
3. Understand the broad scope of marketing and critical marketing terms.
4. Understand the use of segmentation and targeting.
5. Demonstrate an understanding of the complexities of both end-user and organizational buyer behavior.
6. Identify the key strategic issues in each of the elements of the marketing mix.
7. Understand the components and benefits of an MIS.
8. Be able to critically evaluate marketing programs and conduct both a marketing audit and a SWOT analysis.

COURSE ASSIGNMENTS & GRADING CRITERIA:

Grading Elements	Percentage:
Responses to Weekly Study Questions (5% each)	25%
Marketing Issue (due class 1)	5%
Case Analysis (due class 2)	10%
Purchase essay (due class 3)	10%
Case Analysis (due class 4)	10%
Marketing Math Worksheet (due class 5)	5%
Final Exam	35%
Total Points	100%

GRADE POINT EQUIVALENTS - Describe the point range for each letter grade.

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 59-below

ATTENDANCE POLICY:

Absences and Tardiness – All students are required to attend the first session. Those who do not attend the first session will be automatically dropped from the course. Students with more than one absence will receive an "F" for the course. Since this class meets only five times, missing a single class meeting is equivalent to missing three weeks of a regular term. If you cannot attend a class you must let the instructor know via email as soon as possible. In case of absences you are responsible for obtaining all handouts and assignments. Excessive tardiness may count as an absence.

Participation –Participation is not the same as attendance. Participation requires students to come to class prepared to actively participate, which makes the classroom experience more meaningful. However, participation is not just speaking out in class. The contributions made by the student should be related to the course content and meaningful to the class discussion.

Late Assignments – Late assignments create problems in this shortened format. No assignment will be accepted more than one week past the due date and any late assignments will be penalized 20%.

Accommodation of Special Needs- Huntingdon College makes every reasonable accommodation for disabilities that have been processed and approved through our Disability Services Committee in accord with the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. In order to request disability-related services at Huntingdon College, students must self-identify to the Disabilities Intake Coordinator, Camilla Irvin, and provide appropriate and up-to-date documentation to verify their disability or special needs. After the accommodations have been approved by the Disability Services Committee, the 504 Coordinator, Dr. Lisa Olenik Dorman, will notify your professor(s) of the committee's decision. If you have any questions regarding reasonable accommodation or need to request disability-related services, please contact Disability Services at (334) 833-4432 or e-mail at disabilityservices@huntingdon.edu.

Academic Honesty –Plagiarism is literary theft. Failure to cite the author of any language or of any ideas *which are not your own creation* is plagiarism. This includes any text you might paraphrase, as well. Anyone is capable of searching the Internet or any printed media; your research paper is intended to broaden your knowledge, stimulate your creativity, and make you think, analyze, and learn. It is not consistent with the College Honor Code, nor with scholarly expectations to submit work which is not the product of your own thinking and research. Severe penalties will result upon the submission of any work found to be plagiarized, including potential failure of the entire course. It is easy and simple to properly cite all sources used in your paper. Take no risks – cite your sources.

CLASS SCHEDULE

Workshop One

Topics for Workshop 1:

1. Define marketing and key marketing terms.
2. Review the evolution of marketing and the marketing concept.
3. Examine the marketing environment, including an overview of the 4 P's of marketing.
4. Review SWOT analysis and the "Product-Market Opportunity" Matrix.
5. Examine the various ways to define a "market" and the criteria and bases for segmenting a "market."
6. Review targeting strategies and product positioning.

Assignments for Week 1:

Reading Assignment:

- Chapter 1: Marketing's Value to Consumers, Firms and Society
- Chapter 2: Marketing Strategic Planning
- Chapter 3: Evaluating Opportunities in the Changing Marketing Environment
- Chapter 4: Focusing Marketing Strategy with Segmentation and Positioning
- Chapter 5: Demographic Dimensions of Global Consumer Markets

Writing Assignment: Due at the beginning of class; 5% of the class grade.

Answer the study questions for chapters 1-5. These questions can be found at the end of the syllabus. Answers must be typed and double-spaced. Please use correct grammar and punctuation. Be as thorough as possible.

Your answers to these questions will form the basis of a study guide for the final exam. After class you may want to revise and expand your responses to take into account any information that was added during the class. If you are uncertain about the answer to a specific question, please ask about this issue during the class session.

Presentation Assignment: Due at the beginning of class; 5% of the class grade.

Marketing Issue: Bring a newspaper or magazine article that illustrates a current issue in marketing. In a one page report (typed and double spaced) summarize the article and identify the marketing concepts that are shown in the article. The focus should be on applying what you learned about marketing from your preparation for class one. Please include the citation for the article (do not turn in the article) and be prepared to share your report with the class.

Workshop Two

Topics for Workshop 2:

1. Examine the decision process for end-users, including the internal and external factors that influence the decision process.
2. Examine the decision process for organizational buyers, including the factors that influence the decision process.
3. Compare end-users and organizational buyers, including a critical evaluation of how these differences impact marketing efforts.
4. Define and discuss the elements of an MIS.
5. Review the steps in the marketing research process.

6. Define “product” and examine the various categories of products, including reviewing the marketing mixes that are most applicable for each category.
7. Compare goods and services, and examine how the differences impact marketing efforts for each.

Assignments for Week 2:

Reading Assignment:

- Chapter 6: Final Consumers and Their Buying Behavior
- Chapter 7: Business and Organizational Customers and Their Buying Behavior
- Chapter 8: Improving Decisions with Marketing Information
- Chapter 9: Elements of Product Planning for Goods and Services

Writing Assignment (1): Due at the beginning of class; 10% of final class grade.

Case Analysis: Prepare a thorough analysis of the situation in the assigned case. Based upon your analysis, identify the main problem and prepare a recommendation to handle this problem. Do not conduct outside research. Use only the information you are given or can infer.

Your case analysis paper should follow this format:

- Section I – Problem Identification
- Section II – Recommendation(s)
- Section III – Evidence to support your recommendation(s).

This paper should be not be more than **two** pages of text, though you can attach additional tables or diagrams. Please type and double space your paper and use headings to identify the sections.

You will need to conduct a SWOT and any other analyses that are applicable to the given case situation. Chapter 19 presents a “marketing audit” and this might be a helpful analysis. Your recommendation must be based upon an analysis of the situation—not just “opinion.”

Writing Assignment (2): Due at the beginning of class; 5% of final class grade.

Answer the study questions for chapters 6-9. Answers must be typed and double-spaced. Please use correct grammar and punctuation. Be as thorough as possible.

Workshop 3

Topics for Workshop 3:

1. The stages and marketing mix issues of the product life cycle.
2. New product development.
3. Brand equity and branding strategies.
4. Definition of “channels of distribution,” and a review of the functions performed by channel members.
5. Examination of various channel arrangements including the levels, direction, and coordination (VMS) of a channel.
6. Distribution strategies and the growth and impact of e-commerce.

Assignments for Week 3:

Reading Assignment:

Chapter 10: Product Management and New-Product Development
Chapter 11: Place and Development of Channel Systems
Chapter 12: Distribution Customer Service and Logistics
Chapter 13: Retailers, Wholesalers, and their Strategy Planning

Writing Assignment (1): Due at the beginning of class; 10% of final class grade.

Purchase essay: Prepare a **two** page typed, double-spaced paper that details the process of your most recent purchase of a major product. Apply what you learned in class two about end-user decision making. You should specifically examine the needs satisfied by this purchase, the sources of information you used, the other individuals who influenced this decision. Please address the way in which you decided on the important attributes to consider and how you evaluated the various alternatives.

The purpose of this assignment is to provide a review and application of the concepts covered in Week 2. Your paper should specifically address many of the issues in Chapter 6.

Writing Assignment (2): Due at the beginning of class; 5% of final class grade.

Answer the study questions for chapters 10-13. Answers must be typed and double-spaced. Please use correct grammar and punctuation. Be as thorough as possible.

Workshop 4

Topics for Week 4:

1. Examine the basic model of the communication process
2. Define “promotions” and the various elements of the promotions mix.
3. Define IMC and examine how the elements of the promotions mix can be integrated.
4. Brief overview of advertising, including the link between advertising and sales.
5. Fundamental issues of personal selling, including the various types of selling effort.
6. Brief review of sales promotion techniques.
7. Contrast a push strategy and a pull strategy.
8. Contrast the various pricing objectives that may be established.
9. Examine the options for modifying prices.
10. Contrast a price skimming strategy and a penetration strategy.
11. Consider price-quality, prestige pricing and other psychological issues of pricing.

Assignments for Week 4:

Reading Assignment:

Chapter 14: Promotion – Introduction to Integrated Marketing Communications
Chapter 15: Personal Selling and Customer Service
Chapter 16: Advertising and Sales Promotion
Chapter 17: Pricing Objectives and Policies
Chapter 18: Price Setting in the Business World

Writing Assignment (1): Due at the beginning of class; 10% of final class grade.

Case Analysis: Prepare a thorough analysis of the situation in the assigned case. Based upon your analysis, identify the main problem and prepare a recommendation to handle this problem.

Do not conduct outside research. Use only the information you are given or can infer.

Your case analysis paper should follow this format given in Week 2. Remember, the paper should be not be more than **two** pages of text, though you can attach additional tables or diagrams. Please type and double space your paper and use headings to identify the sections.

You will need to conduct a SWOT and any other analyses that are applicable to the given case situation. Chapter 19 presents a “marketing audit” and this might be a helpful analysis. Your recommendation must be based upon an analysis of the situation—not just “opinion.”

Writing Assignment (2): Due at the beginning of class; 5% of final class grade.

Answer the study questions for chapters 6-9. Answers must be typed and double-spaced. Please use correct grammar and punctuation. Be as thorough as possible.

Workshop 5

Topics for Week 5:

1. Review basic marketing math including mark-ups and break-even.
2. Conducting a market audit.
3. Creating successful marketing strategies, including sustainable competitive advantages.
4. Ethical issues in marketing.

Assignments for Week 5:

Reading Assignment:

Chapter 19: Implementing and Controlling Marketing Plans: Evolution and Revolution
Chapter 21: Ethical Marketing in a Consumer-oriented World

Writing Assignment (1): Due at the beginning of class; 5% of final class grade

Answer the study questions for chapters 19, 21, and 22. Answers must be typed and double-spaced. Please use correct grammar and punctuation. Be as thorough as possible.

Writing Assignment (2): Due at the beginning of class; 5% of the class grade.

Marketing Math Worksheet

Final Examination: 35% of final class grade

BUS 303
Foundations of Marketing
Study Questions

Workshop One

Chapter 1

1. What is marketing?
2. Explain the “universal functions” of marketing. Why can these functions be shifted but not ignored?
3. What is the “marketing concept” and how will adopting this concept impact a company’s operations?

Chapter 2

4. Explain what is included in a “marketing strategy.”
5. Define “customer equity.”
6. Define “competitive advantage.”
7. Explain what is included in a SWOT and what we can learn from the SWOT.
8. Discuss each of the four types of marketing “opportunities.”

Chapter 3

9. Explain the factors in the economic environment that can affect a company.
10. Explain the factors in the technological environment that can affect a company.
11. Explain the factors in the political/legal environments that can affect a company.
12. Explain the factors in the cultural/social environment that can affect a company.

Chapter 4

13. What is a “market?” Compare generic markets and product-markets.
14. What is “market segmentation?” What dimensions can be used to identify segments of end-users? What dimensions can be used to identify segments of business (organizational) buyers?
15. What are the criteria for successful segmentation?
16. Identify the various targeting strategies and explain the benefits and potential problems of each strategy.
17. What is product “positioning?” (Note Exhibit 4-13.)

Chapter 5

18. Identify three specific shifts in the final consumer market.

Workshop Two

Chapter 6

19. Define and compare “needs” and “wants.”
20. Review the steps in the consumer decision process (pg 168).
21. Explain how purchase situation can affect purchase choice.
22. Define “dissonance.”
23. Explain how “reference groups,” “social class,” “culture,” and “lifestyle” can affect a purchase decision.

24. Compare “extensive problem solving,” “limited problem solving,” and “routine response behavior” and give an example of a purchase that might be made under each of these conditions.

Chapter 7

25. How are organizational buyers different from end users?
26. Skip ahead to chapter 9 and define the concept of “derived demand.” (pg 244-245) This is a critical difference between end-users and organizational buyers.
27. Compare “new-task buying,” “modified rebuy,” and “straight rebuy” and give an example of a purchase that might be made under each of these conditions.

Chapter 8

28. What is a “marketing information system” and what are the benefits of an MIS?
29. Compare primary and secondary data. What are the benefits of each?
30. Review the five steps in the market research process and briefly explain the types of issues that are involved in each step.

Chapter 9

31. What is a “product?”
32. How are goods and services different?
33. Review the four categories of consumer products and give an example of a product you purchase in each category.
34. What is “brand equity?”
35. Compare a “family brand” to an “individual brand” and explain the benefits of using each strategy.
36. How does packaging help the marketing of a product?

Workshop Three

Chapter 10

37. Describe the product life cycle. What is the competitive situation at each stage?
38. Discuss each stage of the product life cycle. What marketing mix fits each stage?
39. Why do profits peak at the end of the growth stage?
40. Review the steps in the new product development process.

Chapter 11

41. What is a “channel of distribution?”
42. What benefits do middlemen provide?
43. What is a VMS and what is the benefit of this type of distribution over the traditional channel system.
44. Contrast intensive distribution, selective distribution and exclusive distribution. What are the benefits and potential problems with each type of strategy?

Chapter 12

45. Define “logistics” and explain why this is a part of marketing.
46. What types of service issues must a company consider when deciding on the most appropriate method of physical distribution?

Chapter 13

47. What features make up the retail “offering?”
48. What benefits do wholesalers add to the marketing mix?

Workshop Four

Chapter 14

49. Review the communication process and explain where problems can occur.
50. Go back to chapter 6 and review pg 157. Define “selective exposure,” “selective attention,” and “selective retention” and consider how these concepts might create problems for marketing communications.
51. Define the elements of the promotions mix. What are the benefits and problems in each element.
52. What is “integrated marketing communications?”
53. Contrast a push strategy and a pull strategy.

Chapter 15

54. Describe the three basic sales tasks.
55. What is “prospecting?”
56. Describe each type of sales presentation.

Chapter 16

57. What types of objectives can be met with advertising? (Note pg 428)
58. Why can't we use sales as an indication of the effectiveness of advertising?
59. What is a “sales promotion” and why have these become so important?

Chapter 17

60. Define the three types of pricing objectives.
61. Compare a “skimming price policy” to a “penetration pricing policy.” Explain when each would be most appropriate.
62. How can prices be modified?
63. Be able to calculate a break-even point and calculate a “mark-up” price.

Chapter 18

64. What factors influence a consumer's sensitivity to price?
65. What is a “reference price”?
66. What is “prestige pricing?”
67. Explain the issues that may arise in full-line pricing.

Workshop Five

Chapter 19

68. What is a “marketing audit?”

Chapter 21

69. Review this chapter carefully and then answer the following question: Is marketing good for society? Why or why not?