Huntingdon College
W. James Samford, Jr.
School of Business and Professional Studies

COURSE NUMBER: BUS303
COURSE NAME: Foundations of Marketing
Fall 2016, Session I, Rainsville, English Building Rm. 105
Dates: 8/23, 30, 9/6, 13, 20
5:30-9:30

INSTRUCTOR’S NAME: Dr. Joseph Van Carmichael

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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: ECON 201 recommended, but not required.

Professional Pub (see Huntingdon College booklist for current edition and ISBN)

COURSE LEARNING OUTCOMES:
At the completion of this course, students are expected to:
1. Define marketing and the marketing concept.
2. Understand the broad scope of marketing and critical marketing terms.
3. Understand the use of segmentation and targeting.
4. Demonstrate an understanding of the complexities of both end-user and
organizational buyer behavior.
5. Identify the key strategic issues in each of the elements of the marketing mix.
6. Understand the components and benefits of an MIS.
7. 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) ........................................ 10%
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 .................................................................... 30%

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 – No shows fail the assignment. It is expected that the students fulfill their assignments on the date they are scheduled to do so. Students with illness or other problems that prevent them from attending class on the day a presentation or written assignment (including a test and/or exam) is due must contact their instructors PRIOR to the deadline via Huntingdon College email with supporting documentation to request an extension or a make-up. In most cases, missed assignments are logistically difficult to make-up while maintaining the integrity of the module. In rare cases, approval to make-up an assignment may be granted at the discretion of the faculty member based on the seriousness of the circumstance and on the supporting evidence provided by the student. Contacting a fellow class member does not substitute for contacting the instructor.

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) 833-4577 or e-mail at disabilityservices@huntingdon.edu.

Medical Considerations
If you have a medical condition that may preclude participation in this course or any aspect of this course, the College suggests you consult your physician. The College will work with you based upon physician recommendations to find the best means to address any concerns.

Title IX Statement
Huntingdon faculty are committed to supporting students and upholding the College’s non-discrimination policy. Under Title IX, discrimination based upon sex and gender is prohibited. If you experience an incident of sex- or gender-based discrimination, we encourage you to report it. While you may talk to a faculty member, understand that as a "Responsible Employee" of the College the faculty member MUST report to the college's Title IX Coordinator what you share. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are people who can meet with you. Faculty can help direct you or you may refer to Huntingdon's Sexual Misconduct Policy at http://www.huntingdon.edu/student-life/student-service/misconduct. You do not have to go through the experience alone.

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.

Huntingdon College Library: As an EB student you have access to the full-range of electronic resources provided by the Library of Huntingdon College. Your first step upon enrollment at Huntingdon should be to register for a library account. You can do this by going to the Library’s web site at http://library.huntingdon.edu/ and under “EB Services” complete the “Library Card Application” form and submit it. You will receive shortly your personal library account information, which will then allow you to access a variety of resources including databases. Should you ever have a problem accessing the Library’s electronic resources, please contact the Library (specifically, Systems Librarian Brenda Kerwin at bkerwin@huntingdon.edu <mailto:bkerwin@huntingdon.edu>).*

* Among the Library’s electronic resources, you will find a number of databases specific to the area of business administration and its allied fields of study (e.g. databases within /EbscoHost/, /Gale/, and /ProQuest/, as well as /Oxford Journals/). You will also find databases that support your core courses in such fields as English, history, communications, the arts, and the sciences. You may be familiar with the AVL (the /Alabama Virtual Library/) and have your own AVL card. As a student at Huntingdon College, you no longer need to maintain your own AVL card, if you access the AVL through our web site. Simply click on “Campus & Library” rather than “Home Access” within the AVL. A few other mentions: /Countess/ is the name of the Library’s online
catalogue and among its holdings you will find electronic books. If you want to know what full-text electronic journals are available to you through the Library’s databases, you can use the /Serials Solutions/ link on our web site. You can limit your search by discipline (such as “Business & Economic”). If you use Google for any of your research, we greatly encourage you to use /Google Scholar/ and /Google Books/. These features of Google will direct you to resources appropriate for academic research.*

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.
5. Examine the various ways to define a “market” and the criteria and bases for segmenting a “market.”
7. Examine the decision process for end-users, including the internal and external factors that influence the decision process.

Assignments for Week 1: DUE AT BEGINNING OF CLASS

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: Final Consumers and Their Buying Behavior

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; 10% 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 organizational buyers, including the factors that influence the decision process.
2. Compare end-users and organizational buyers, including a critical evaluation of how these differences impact marketing efforts.
3. Define and discuss the elements of an MIS.
4. Review the steps in the marketing research process.
5. Define “product” and examine the various categories of products, including reviewing the marketing mixes that are most applicable for each category.
6. Compare goods and services, and examine how the differences impact marketing efforts for each.
7. The stages and marketing mix issues of the product life cycle.
8. New product development.
9. Brand equity and branding strategies

Assignments for Week 2: DUE AT BEGINNING OF CLASS

Reading Assignment- Chapter 6: Business and Organizational Customers and Their buying Behavior
Chapter 7: Improving Decisions with Marketing Information
Chapter 8: Elements of Product Planning for Goods and Services
Chapter 9: Product Management & New- Product Development

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 18 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.”

(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. Definition of “channels of distribution,” and a review of the functions performed by channel members.
2. Examination of various channel arrangements including the levels, direction, and coordination (VMS) of a channel.
3. Distribution strategies and the growth and impact of e-commerce.
4. Examine the basic model of the communication process
5. Define “promotions” and the various elements of the promotions mix.
6. Define IMC and examine how the elements of the promotions mix can be integrated.
7. Contrast a push strategy and a pull strategy

Assignments for Week 3: DUE AT BEGINNING OF CLASS

Reading Assignment- Chapter 10: Place and Development of Channel Systems  
Chapter 11: Distribution Customer Service and Logistics  
Chapter 12: Retailers, Wholesalers, and their Strategy Planning  
Chapter 13: Promotion – Introduction to Integrated Marketing Communications

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.*

(2) Due at the beginning of class; 5% of final class grade.  
Answer the study questions for chapters 10-13. Answers must
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: DUE AT BEGINNING OF CLASS

Reading Assignment: Chapter 14: Personal Selling and Customer Service
Chapter 15: Advertising and Sales Promotion
Chapter 16: Pricing Objectives and Policies
Chapter 17: Price Setting in the Business World
Chapter 18: Implementing and Controlling Marketing Plans

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 give 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. Your recommendation must be based upon an analysis of the situation— not just "opinion."

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

Answer the study questions for chapters 14-18. 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: DUE AT BEGINNING OF CLASS

Reading Assignment— Chapter 19: Managing Marketing’s Link with Other Functional Areas
Chapter 20: 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 19-20. Answers must be typed and double-spaced. Please use correct grammar and punctuation. Be as thorough as possible.

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

Marketing Math Worksheet

Final Examination 30% of final class grade
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
1. Explain the factors in the economic environment that can affect a company.
2. Explain the factors in the technological environment that can affect a company.
3. Explain the factors in the political/legal environments that can affect a company.
4. Explain the factors in the cultural/social environment that can affect a company.

Chapter 4
5. What is a “market?” Compare generic markets and product-markets.
6. 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?
7. What are the criteria for successful segmentation?
8. What is product “positioning?”

Chapter 5
9. Identify three specific shifts in the final consumer market.
10. Define and compare “needs” and “wants.”
11. Review the steps in the consumer decision process.
12. Define “dissonance.”
13. 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.

Workshop Two
Chapter 6
14. How are organizational buyers different from end users?
15. Skip ahead to chapter 8 and define the concept of “derived demand.” This is a critical difference between end-users and organizational buyers.

Chapter 7
16. What is a “marketing information system” and what are the benefits of an MIS?
17. Compare primary and secondary data. What are the benefits of each?

Chapter 8
18. What is a “product?”
19. How are goods and services different?
20. Review the four categories of consumer products and give an example of a product you purchase in each category.
21. What is “brand equity?”
22. Compare a “family brand” to an “individual brand” and explain the benefits of using each strategy.

Chapter 9
23. Describe the product life cycle. What is the competitive situation at each stage?
24. Discuss each stage of the product life cycle. What marketing mix fits each stage?

Workshop Three

Chapter 10
25. What is a “channel of distribution?”
26. What benefits do middlemen provide?
27. Contrast intensive distribution, selective distribution and exclusive distribution. What are the benefits and potential problems with each type of strategy?

Chapter 11
28. Define “logistics” and explain why this is a part of marketing.
29. What types of service issues must a company consider when deciding on the most appropriate method of physical distribution?

Chapter 12
30. What features make up the retail “offering?”
31. What benefits do wholesalers add to the marketing mix?

Chapter 13
32. Review the communication process and explain where problems can occur.
33. Define “selective exposure,” “selective attention,” and “selective retention” and consider how these concepts might create problems for marketing communications.
34. What is “integrated marketing communications?”
35. Contrast a push strategy and a pull strategy.

Workshop Four

Chapter 14
36. Describe the three basic sales tasks.
37. What is “prospecting?”

Chapter 15
38. What types of objectives can be met with advertising?
39. Why can’t we use sales as an indication of the effectiveness of advertising?
40. What is a “sales promotion” and why have these become so important?

Chapter 16
41. Define the three types of pricing objectives.
42. Compare a “skimming price policy” to a “penetration pricing policy.” Explain when each would be most appropriate.
43. How can prices be modified?

Chapter 17
44. What factors influence a consumer’s sensitivity to price?
45. What is a “reference price”?
46. What is “prestige pricing?”

Chapter 18
47. What is a “marketing audit?”

Workshop Five

Chapter 19
48. Give examples of two different ways that a firm’s production capacity might influence a marketing manager’s choice of a marketing strategy.

Chapter 20
49. Review this chapter carefully and then answer the following question:
   Is marketing good for society? Why or why not?