

BUS 341, Fall 2003
Marketing
Section B: Tuesday, Thursday 1:30 – 2:50, Room KEI101

<i>Instructor</i>	Jeffrey S. Pinegar Office Hours: Stager 233, <ul style="list-style-type: none">• Monday, Wednesday 9:30 - 10:30 and after class• Tuesday, Thursday 11:00 -11:50 and after class E-Mail: jeff.pinegar@fandm.edu Office: 358-4460	IM Name: mrktngprf Website: http://edisk.fandm.edu/jeff.pinegar/
-------------------	--	--

<i>Course Description</i>	Course Description <p>Marketing is the business function that deals with customers' unfulfilled needs and wants. The role of marketing management in organizations is to identify and measure these needs, determine which targets the business can serve, decide on the appropriate products and services, and determine the optimal methods of pricing, promoting and distributing the products or services. Successful firms are those that integrate the objectives and resources of the organization with the needs and opportunities of the marketplace better than competitors.</p> Course Objectives <ol style="list-style-type: none">1. To introduce you to marketing strategy and to the elements of <u>marketing analysis</u> (customer analysis, competitor analysis, and company analysis).2. To familiarize you with the elements of the <u>marketing mix</u> (product, price, promotion, and distribution), and to enhance your problem solving and decision making abilities in these operational areas of marketing.3. To give you an opportunity to build your own framework for examining and understanding the problems encountered by marketing management.5. To provide you with a forum for presenting and defending your own recommendations, and for critically examining and discussing the recommendations of others. <p>By the end of the course, you will have acquired a certain savvy about marketing analyses. This does not mean memorizing a list of facts or an arsenal of "rules". By training your sense to analyze marketplace behavior, the course aims to provide you with a competitive advantage: conceptual frameworks that may help you to address strategic issues in marketing, business and life.</p>
---------------------------	--

<i>Required Readings</i>	Kotler, Philip (2003), <i>Marketing Management</i> (11th ed.). Upper Saddle River, New Jersey: Prentice-Hall. Other assigned articles are available on the class eDisk.
--------------------------	--

<i>Attendance Policy</i>	Attendance is required but I normally do not take attendance. If I notice that you are missing class, you're missing to many classes and it will adversely effect your grade (see class participation). If I am going to miss/cancel class I will let you know via email in advance. If you attend class, you are expected to be in the room at the start of class and to remain in the room throughout the class, unless you let me know in advance you will be arriving late or leaving early. Coming in late or leaving the room disrupts me and your fellow students.
--------------------------	--

<i>Academic Conduct</i>	Excellent academic conduct is expected. It is expected that all work on which you are graded will be the result of your own efforts (i.e. personal knowledge, thinking and labor). All references used during assignments should be properly cited. All forms of dishonesty, including but not limited to, cheating, plagiarism, knowingly furnishing false information, or academic misconduct is unacceptable. Anyone suspected of violating this policy will automatically be referred to the school administration.
-------------------------	---

Academic misconduct is any act that does or could improperly distort student grades or other student academic records. Such acts include but need not be limited to the following:

- Possessing, using or exchanging improperly acquired written or verbal information in the preparation of any essay, laboratory report, examination, or other assignment included in an academic course;
- Substitution for, or unauthorized collaboration with, a student in the commission of academic requirements;
- Submission of material that is wholly or substantially identical to that created or published by another person or persons, without adequate credit notations indicating authorship (plagiarism);
- False claims of performance or work that has been submitted by the claimant;
- Alteration or insertion of any academic grade or rating so as to obtain unearned academic credit; Deliberate falsification of a written or verbal statement of fact to a member of the faculty so as to obtain unearned academic credit;
- Forgery, alteration or misuse of any institute document relating to the academic status of the student.

While these acts constitute assured instances of academic misconduct, the instructor may define other acts of academic misconduct.

Grading

In the tradition of liberal arts, the course is based on 2 of the 3 Rs, Reading and 'riting. Several types and groups of assignments are used in the course in order to balance (1) covering the material to a proper and good depth, (2) students performing tasks which indicate competency and understanding, (3) students having enough time to sleep and breath, (4) having a grading system that is not a pain to administer and (5) having a system that satisfies the school administration.

- | | |
|----------------------------|------------------------|
| • Final Exam | 25% |
| • 5 short quizzes (5 □ 5%) | 25% |
| • 2 short papers (2 □ 15%) | 30% |
| • Group Case | 20% |
| • Class Participation | (potential lose of 5%) |

This course is taught from a marketing perspective and effective marketing relies upon successful transmission of information from seller to buyer. A product "sells" when its benefits are clearly understood and they satisfy the needs of the buyer. When preparing your work for this course, please keep this in mind. Think of your papers and exams as marketing problems; try to use what you learn about marketing when you develop them. For example, if, as perceived by the reader, your paper offers no evidence that you know or understand of the theories studied in this course (that is, if the paper could have been written equally well by someone who had never been in the marketing course or read our text) you will receive a failing grade. A paper that earns a C has simply met the absolute minimum level of development.

General grading standards for the work you do in this course are as follows:

- A. This paper (or answer on an exam) demonstrates a clear understanding of the marketing theories appropriate for the case or question. The theories and concepts are used as both a framework for analysis and the analysis itself. Options and recommendations flow logically from the analysis. Potential pitfalls are identified and contingencies mentioned, if available. The paper is analytical in nature. This paper is well developed, captures the reader's attention quickly, employs deductive reasoning, and uses proper English.
- B. This paper differs from the "A" paper primarily by its development. While proper concepts and theories are used, they are often used as points of description than themes for analysis. In addition, this paper may be less effectively written either by its use of language or by its opening or concluding remarks.
- C. This paper shows an adequate understanding of the theories and concepts, but uses these tools mainly to describe the case; there is little analysis and insight. It does not demonstrate that the

author sees the case through the eyes of a marketer. This paper is usually too short to be effective, too descriptive rather than analytical, settles on a recommendation too quickly, and/or lacks any concern for the possible side effects of the recommendation.

- D. This paper uses the terms covered in the course, but does not use them to gain any insight into the case. This paper could be written by someone who simply read the table of contents of the text, and it might also suffer from serious writing problems either in the development of the paper or in the use of the language.
- F. This paper could have been written by someone who had never read a book or article on marketing or attended any of the class sessions. This paper is intuitive rather than theory based and analytical and does not demonstrate that the author has learned anything about marketing.

These are *general* guidelines. Papers that meet the test for an A, but are poorly written will probably receive a B. Likewise, one that receives a C might be suffering from poor writing of an otherwise B paper. Effective writing, however, will not be able to disguise weak content. In other words, you might think of a paper as 75% content and 25% form.

Since members of the class have a variety of experience writing, the standards I use for grading will be lower initially but will significantly increase over time. That is, my expectations for the use of sound theories and concepts to fully understand both the strategic and tactical issues in the case will by more complete -- one concept or theory will not be enough. In addition, my expectations for a well “packaged” product will increase as the course progresses and you are able to consider perception processes, strategic options and their implications, the nature of demand, the product life-cycle, and the like. (*Adapted from Con Kasperson*)

Assignments

General

Assignments are due at the start of class on the day assigned or before and will not be accepted late under any circumstances. If you are going to miss class on the day an assignment is due, to receive credit for the assignment, you must get the assignment to me before class. Placing the assignment in the class eDisk drop box is acceptable.

1. **To be accepted**, all assignments must be prepared on WHITE 8 1/2 X 11 inch paper, and all multi-page assignments **must** be neatly stapled (this is a pet peeve, believe it) with your name in the top right corner.
2. All assignments are to be professional quality and incorporate proper grammar, spelling, word usage, clarity, sentence structure, sentence variety, and use proper writing principles.
3. All assignments are to be typed, single sided, double-spaced, 12-point font, with 1-inch margins. (*Failure to follow these guidelines will result in a loss of points*)
4. Suggested paper length should not be seen as a hoop to be jumped through, or a firm requirement but as an indicator of the instructor’s expectations of the depth of coverage an assignment requires. Regardless of length, your goal should be to cover the material as concisely as possible. A short tight paper will receive a much higher grade than a long puffy paper.

Class

Potential loss of - 5%

Participation

Class participation is expected! Failure to participate can result in the loss of up to 5% of your final grade.

Final Exam

25% of Grade

A final exam covering the all the class material. Further details on the format of the exam will be provided during class. A portion, or all of the exam, may be given in the form of a take home exam. Unless the instructor is notified in advance, of an acceptable excuse, no make-up exam will be given, and a grade of zero will be assigned.

*Quizzes***5 Quizzes, 5% each for a total of 25% of your grade**

Quizzes will be short in length and cover recent text or lecture material. The questions will be similar to short answer question that might appear on an exam.

*Short Papers***2 Short Papers, 15% each for a total of 30% of your grade**

Each paper will be papers 3-10 pages plus exhibits. Additional details of this assignment will be provided later. The paper must explicitly relate to the subject matter of the course.

*Case Study***20% of Grade**

Self-selected groups of three or four students working together will write a paper based on an assigned Harvard Business Case, or similar. Additional details will be provided later.

It is expected that the group will handle problems of participation by individuals as they would at work. A group peer evaluation of each group member will be included in the determination of final course grades. Two related pieces of advice: (1) Deal with problem members early; (2) Rate them accurately on the group peer evaluations.

Tentative Calendar (subject to change with or without notice, but with good reason)

1	Tuesday, Sep 02	No Class	
	Thursday, Sep 04	Into & Strategy Development Chapters: 1, 4, 5, 6	
2	Tuesday, Sep 09		
	Thursday, Sep 11		
3	Tuesday, Sep 16		
	Thursday, Sep 18		Quiz #1
4	Tuesday, Sep 23		
	Thursday, Sep 25	Mkt Analysis & Mkt Seg. Chapters: 3, 7, 8, 9, 10	
5	Tuesday, Sep 30		
	Thursday, Oct 02		
6	Tuesday, Oct 07		Quiz #2
	Thursday, Oct 09		
7	Tuesday, Oct 14	Fall Break	
	Thursday, Oct 16		
8	Tuesday, Oct 21		Paper #1
	Thursday, Oct 23		
9	Tuesday, Oct 28		
	Thursday, Oct 30		
10	Tuesday, Nov 04	Product Chapters: 11, 12	Quiz #3
	Thursday, Nov 06		
11	Tuesday, Nov 11	Price Chapter 16	
	Thursday, Nov 13		Paper #2
12	Tuesday, Nov 18	Place Chapters: 17, 18	
	Thursday, Nov 20		Quiz #4
13	Tuesday, Nov 25		
	Thursday, Nov 27	Thanksgiving break	
14	Tuesday, Dec 02	Promotion Chapters: 19, 20, 22	
	Thursday, Dec 04		Group Case
15	Tuesday, Dec 09		Quiz #5
	Thursday, Dec 11	Last day of class	
16	TBD	Final	