

BUS 341, Spring 2003

Marketing

Section A: Tuesday, Thursday 9:00 - 10:20, Room STA217

Section B: Tuesday, Thursday 12:00 - 1:20, Room STA216

<i>Instructor</i>	Jeffrey S. Pinegar Office Hours: Stager 233, <ul style="list-style-type: none">Monday, Wednesday 1:00 – 2:30 and after classTuesday, Thursday 10:30 – 12:00 and after class E-Mail: jeff.pinegar@fandm.edu Office: 358-4460
<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">To introduce you to marketing strategy and to the elements of <u>marketing analysis</u> (customer analysis, competitor analysis, and company analysis).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.To give you an opportunity to build your own framework for examining and understanding the problems encountered by marketing management.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.
<i>Attendance Policy</i>	Attendance is required. If I notice that you are missing class, you're missing to many classes and it will adversely effect your grade. If I am going to miss/cancel class I will let you know via email in advance. I expect the same treatment from you if are going to miss class. 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.

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| • Final Exam | 25% |
| • 5 short quizzes (5 □ 5%) | 25% |
| • 3 short papers (3 □ 10%) | 30% |
| • Group Case | 20% |

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 stapled. This is a pet peeve, believe it.
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. Any 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. As such, attachments are not counted in these estimates. 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.

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 unannounced. They 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

3 Short Papers, 10% each for a total of 30% of your grade

Papers will be approximately 3 pages. Additional details of this assignment will be provided later. The paper must explicitly relate to the subject matter of the course.

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 during 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)

Wk#	Date	Subject & Chapters	Assignments
1	Tuesday, Jan 21 Thursday, Jan 23	Into & Strategy Development Chapters: 1, 4, 5, 6	
2	Tuesday, Jan 28 Thursday, Jan 30		
3	Tuesday, Feb 04 Thursday, Feb 06		
4	Tuesday, Feb 11 Thursday, Feb 13	Mkt Analysis & Mkt Seg. Chapters: 3, 7, 8, 9, 10	Paper #1
5	Tuesday, Feb 18 Thursday, Feb 20		
6	Tuesday, Feb 25 Thursday, Feb 27		
7	Tuesday, Mar 04 Thursday, Mar 06	Product Chapters: 11, 12, 15	Paper #2
8	Tuesday, Mar 11 Thursday, Mar 13		
9	Tuesday, Mar 18 Thursday, Mar 20	Spring Break Spring Break	
10	Tuesday, Mar 25 Thursday, Mar 27		
11	Tuesday, Apr 01 Thursday, Apr 03	Price Chapter 16	Paper #3
12	Tuesday, Apr 08 Thursday, Apr 10	Place Chapters: 17, 18	
13	Tuesday, Apr 15 Thursday, Apr 17	Promotion Chapters: 19, 20, 22	Group Case
14	Tuesday, Apr 22 Thursday, Apr 24		
15	Tuesday, Apr 29 Thursday, May 01	Last day of class	
16	TBD	Final	