

Syllabus: MKTG 102A
Introduction to Marketing
The School of Business
St. Thomas Aquinas College
Michael Murphy, Dean

Course Description: This course is designed to provide students with a broad background on the nature and scope of marketing concepts used in business.

Course Objectives: *Marketing 102* is a core business course required for all business majors. It is designed to give students a clear understanding of the marketing function, introduce students to the elements of the marketing mix (4P's) and demonstrate how today's managers employ these tools to gain a competitive edge in the global economy.

Learning Outcomes:

- Understand the role of the marketing function within a firm.
- Describe key market segmentation and targeting strategies.
- Identify the elements of the marketing mix (4P's) and common strategies used with each tool.
- Recommend and justify an appropriate mix of the 4P's to create a cohesive marketing strategy for a new product.
- Identify and relate key trends impacting consumers and the practice of marketing to established theory.

During this course students will have an opportunity to develop critical thinking and presentation skills during weekly workshops designed to reinforce the concepts presented in class. The semester will culminate in a final team project where students will creatively employ the principles presented this core class through the development of a marketing plan.

Readings and Required Materials: Be sure to complete the assigned readings before each class; otherwise you will be unable to take effective notes and to enter into discussions. While the lectures will cover the general topics; they are designed to complement, not replace, the required readings.

Required Text: Basic Marketing – 19th edition

William Perreault, Joseph Cannon and Jerome McCarthy

McGraw-Hill ISBN: 802898. NOTE: This is the latest edition of the text; you may use earlier editions if available.

Supplemental Readings: ADWEEK, WSJ Marketplace Section, NYT Business Section

Grading Criteria:

The basis for evaluating your individual performance will be in terms of how well you implement the concepts and skills presented in the course in the following exams and exercises.

Exam 1: (Multiple Choice & Short Answer):	Weight: 35%
Exam 2: (Multiple Choice & Short Answer):	Weight: 35%
Final Team Project & Research Day Assignment:	Weight: 20%
Class Participation, Article & Homework assignments:	Weight: 10%

Letter Grade

A	95-100	Outstanding
A-	90-94	
B+	87-89	
B	83-86	Good
B-	80-82	
C+	77-79	
C	73-76	Average
C-	70-72	
D	65-69	Poor
F	0-64	Failing

Team Project: (20% of grade): Learning to work well in a team environment is an essential skill for any successful business person or entrepreneur. Because teamwork is essential for your individual success, as well as your future firms' success, each class member will be assigned to a 3-4 person team. You will remain in your team throughout the semester. We will have a mid-term assessment of your team's dynamics in order to make the semester a positive learning environment. If problems persist within the team, please let me know about it either in person or through e-mail. Each team will work on "in-classroom" exercises as well as prepare and present their Marketing Plan together. **More detail on the final project is found on the last page of the syllabus.**

Class Participation & Article Assignment (10% of Grade): Because a good portion of this class consists of classroom exercises and communication workshops, attendance and class participation is extremely important. Students will enter the class with varying levels of communications skills and confidence, your baseline skills are not as important as the effort and progress you make throughout the semester. Therefore, class participation is the key to honing your skills and measuring your improvement. I strongly encourage you to ask questions in class and have fun with exercises. The more you put into these exercises the more you and your teammates will get out of them.

Each student will also be responsible for presenting (1) marketing related article in class during the semester. The article may be sourced from the business or popular culture press. **A written summary of the article must be submitted and will count towards one-third of your class participation grade.** Class Participation will be graded based on the following criteria:

- C = Participates in discussion and demonstrates preparation. Occasionally presents issues for discussion. Occasionally offers feedback based on critical thinking. Demonstrates group membership skills and contributes to the development of his/her team and colleagues. B = Meets all criteria for C and actively contributes to discussion while also allowing the opportunity for others to participate. Promotes group cohesion by encouraging others to participate and solicits their ideas, feedback, and analysis. A = Exceeds discussion contribution criteria for B and demonstrates leadership and or team oriented behavior that facilitates the goals of the group and the course. **Departmental grading policy requires students to earn a final grade of not less than "C". If a student earns less than a "C", the course must be repeated and re-computed.**

Assigned Readings: Each week readings will be assigned from the textbook, chapters range from 20 to 40 pages and each chapter should take less than 1 hour to complete and review important concepts. Since our class sessions are divided into a lecture and a group discussion session, it is imperative that all readings be completed on schedule in order to effectively participate in these discussions. **PowerPoint slides accompanying each lecture will be posted to Moodle Rooms after each class to aid in your review for both the Mid-term and Final exam.**

Grading Rubrics: Course grading rubrics are posted on-line

Late Submissions: All assignments submitted after the due date will be subject to a penalty of **5 points per day and will not be accepted after 7 days.**

Attendance: A good portion of this class consists of group workshops and class participation. Absences in excess of 3 per semester (unless excused) will result in a 50% reduction of your class participation grade. Lateness of more than 15 minutes on two occasions will count as one absence.

Students Responsibilities: Each student is responsible for completing each assignment when assigned. Class attendance is mandatory. Students are expected to be on time for class and not leave the room until class is over. Students are expected to behave in a mature and responsible manner during class. Participation in class is encouraged. Talking among students, leaving the room during class time, use of cell phones or engaging in any behavior disruptive to the learning environment will result in student or students being told to leave the class. Intellectual honesty: Cheating on a test or quiz and plagiarism subvert both the purpose of the college and the experience being derived by the student. This will result in an "F" for the course. Only small calculators (no cell phones, etc.) can be used during quizzes and tests.

Academic Integrity: Academic Integrity, a commitment to honesty, fairness, respect, and responsibility, is the foundation of the learning process. All members of the St. Thomas Aquinas College community are held to the highest standards of academic honesty. While we recognize the participatory nature of education, we take academic integrity very seriously, and the College policy on academic dishonesty details consequences that can include dismissal from the College. That policy can be found in both the Student Handbook and the College Catalog. As a student in this class, you must demonstrate your commitment to academic integrity by submitting work which originates in your own imagination, analytical faculties, or your own knowledge, which you have done yourself, and which represents your very best efforts. When appropriate, your work should be supplemented and supported by other sources; however, you must always insure that these sources are properly cited using the recommended documentation system.

Accommodations:

Students needing accommodations for a documented disability should notify the instructor at the beginning of the semester.

College Policy on Electronic Devices in Classrooms

Faculty have the discretion to regulate the use of electronic devices in classes, and students should not use such devices without the expressed consent of the professor. This policy covers cell phones, PDAs, laptop computers, or any other device the use of which might constitute a distraction to the professor or to the other students in the class, as determined by the professor. Students with documented disabilities should discuss the issue of laptop use with their professor at the beginning of the semester. When a professor designates a time during which laptop computers may be used, they are only to be used at the discretion of the faculty member and in accordance with the Mission of the College. Professors can develop specific and reasonable penalties to deal with violations of these general policies. For more extreme cases of classroom disruption, refer to the College's Disruptive Student Behavior policy.

Helpful References for this course:

Links to government, industry and trade websites as well as interesting articles selected to enrich your experience will be posted on Moodlerooms. Listed below you will find additional sources to help in your research.

Internet Data Sources. The best way to access free sources is by an Internet search engine, surveying specific topics. Try these: www.sec.gov The U.S. Securities and Exchange Commission's Edgar database provides financial information on public companies. www.sbaonline.gov The Small Business Administration site provides a rich variety of information for small business managers, along with links to many other relevant web sites. www.americandemographics.com The American Demographics site provides a directory of marketing

experts. www.cnn.com Is CNN Interactive site that provides recent news articles online. www.ecola.com/news
Ecola's 24-Hour Newsstand links users to the sites of over 2,000 journals, newspapers and related publications.

Academic Marketing Journals

Academy of Marketing Science Review (formerly the Journal of Consumer & MR)

Advances in Consumer Research
Consumption, Markets and Culture
Interactive Marketing

International Journal of Advertising
International Journal of Market Research
Psychology & Marketing

Journal of Advertising
Journal of Advertising Research
Journal of Consumer Behavior
Journal of Consumer Marketing
Journal of Consumer Research
Journal of Consumer Psychology

Business Publications

BusinessWeek , Fortune, Fast Company Harvard Business Review

Draft Sample

MARKETING 102AB- INTRODUCTION TO MKTG - FALL 2015					
WEEK	Class DATES	Class DATES	TOPIC	TEXTBOOK READINGS	Weekly In-Class Workshop
Week 1		W 9/9	Introduction to Marketing	Chapter 1: An Overview of Marketing	
Week 2	M 9/14	W 9/16	Strategic Planning for Competitive Advantage	Chapters 2-4 Strategic Planning, Ethics & Social Responsibility & The Marketing Environment	Team selections and final project company selection
Week 3	M 9/21	W 9/23	Segmentation, Targeting & Positioning (STP)	Chapter 8: Segmentation Targeting and Positioning	Workshop #1: SWOT Analysis
Week 4	M 9/28	W 9/30	Consumer Behavior	Chapter 6: Consumer Decision Making	Workshop #2: Perceptual Mapping
Week 5	M 10/5	W 10/7	Market Research	Chapter 9: Market Research Improving Decisions with Marketing Information	Workshop #3: Market Research
Week 6	M 10/12 Columbus Day	W 10/14	Columbus Day (M) MIDTERM REVIEW (W)	Holiday & Review	Holiday & Review
Week 7	M 10/19	W 10/21	MIDTERM EXAM (M) & 4P's PRODUCTS (W)	MID-TERM EXAM & Chapter 10: Product Concepts	
Week 8	M 10/26	W 10/28	4P's PRODUCTS	Chapter 11: Developing & Managing Product Concepts	Workshop #4: Product Concepts
Week 9	M 11/2	W 11/4	4P's PLACE/DISTRIBUTION	Chapter 14 & 16: Marketing Channels & Retailers	Workshop #5: Distribution and Retail Strategy
Week 10	M 11/9	W 11/11	4P's PROMOTION & COMMUNICATION STRATEGIES	Chapters 16 & 18: Integrated Marketing Communications (IMC) & Personal Selling	RESEARCH DAY
Week 11	M 11/16	W 11/18	4P's PROMOTION & COMMUNICATION STRATEGIES	Chapters 17 Advertising, Public Relations and Sales Promotion	Workshop #6: IMC
Week 12	M 11/23	W 11/25 Thanksgiving	4P's PROMOTION & COMMUNICATION STRATEGIES	Chapter 19 Social Media Marketing	
Week 13	M 11/30	W 12/2	4P's PRICE	Chapters 16 & 17: Pricing Concepts and Setting the Right Price	Workshop #7: Pricing
Week 14	M 12/7	W 12/9	FINAL EXAM REVIEW (M) & FINAL EXAM (W)	FINAL EXAM REVIEW (M) & FINAL EXAM (W)	FINAL EXAM REVIEW (M) & FINAL EXAM (W)
Week 15	M 12/14	W 12/16	FINAL PROJECT PRESENTATIONS	FINAL PROJECT PRESENTATIONS	FINAL PROJECT PRESENTATIONS

STAC: MKTG 102: FINAL PROJECT: DUE DATE ON SYLLABUS

This semester you will be part of a group that writes and presents a Marketing Plan. Marketing Plans can be written at different levels of an organization, (i.e. entire organization, business unit or product/product line) and at different levels of detail, (draft vs. details with full financials).

Your assignment will be to create a “straw-man” or 1st draft of a marketing plan for a new product concept that you believe offers the greatest ROI to your firm. Your team will be assigned a company during the first two weeks of the semester. Please keep in mind that this concept must be consistent with, or compliment, the existing mission of the company.

Your group will work on this project throughout the semester during the in-class workshops. In order to keep all teams on track, I have assigned certain “milestones” which will serve as outlines to what you will ultimately put in your Marketing Plan. The purpose of these milestones is to make sure that you are applying what you learned throughout the semester and to provide you with feedback and guidance as you progress towards the final deliverable. Workshop Milestone dates are listed on your weekly reading assignments.

Your final plan must include the following sections:

1. **Executive Summary:** 1 slide summary of your plan
2. **Company Background:** 1 slide summary of company, history, line/s of business, industry it competes in.
3. **Situation Analysis:** 1-2 slide summary of the business environment and the factors affecting your company - please include a SWOT.
4. **Strategic Focus:** 1-2 slide summary
 - a. mission, vision and core competencies/competitive advantages of your company/firm
 - b. description of your new product concept
 - c. goals and rationale behind the concept
 - d. alignment of concept with firm (how do they fit or complement each other?)
5. **Competitive Analysis:** 1 slide summary (how is the market segmented? who is the competition? Who is your target market? Why is it different from your competitors?)
6. **Marketing Mix:** 4-7 slides (marketing mix or 4P's of your SA)
 - a. **Product:** describe in detail (packaging, features, contents, flavors, size etc.)
 - b. **Place:** distribution channel, (i.e. drug stores, internet, non-traditional retail outlets etc.) & extent of distribution, (i.e. national/regional/single market), which methods and why did you choose them?
 - c. **Promotion:** (advertising, PR, promotion, personal selling) which method or combination of methods did you choose and why, if advertising, which type of media and why?
 - d. **Pricing:** (what is your pricing strategy and your rationale?)
7. **Implementation Plan & Marketing Calendar:** 1-2 slide summary (how will you roll out your product? How long will it take? Is it temporary or permanent?) Please include an 18 month flow chart of activities (see posted Marketing calendar).
8. **Evaluation & Controls:** 1 slide summary (how will you measure success and when?)
9. **Supporting Information:** (optional items may include examples of advertising, product mock-ups, charts or anything that you think is helpful – **financial analysis is NOT required**).
10. **Please submit a hard copy of your plan as well as submit and electronic version via e-mail.**

PowerPoint Presentation: Your plan must be delivered as a PowerPoint presentation. All members of your team must present a portion of your plan. The presentation should be no more than 20 minutes long consisting of **approximately 15 well-thought out and detailed slides. Please have your slides on a FLASH DRIVE and submit an electronic copy of your presentation as well as a hard copy.** The written (i.e. slide content) and oral components of your presentation will be graded on the following criteria; a detailed RUBRIC is also posted.

Evaluation of Marketing Plan:

Fit of Product/Strategic Alternative with Company	10%
Creativity of Product/Strategic Alternative	10%
Contents of Plan and Implementation	30%
Quality of slides	15%
Creativity of Presentation	15%
Ability to convey key information to audience	20%