

Cedar Crest College

MRK 230 – Principles of Marketing

Fall 2009

Location: Curtis Hall, Room 253
Day/Time: W, 7:00 – 9:30 PM (Meets 8/26, 9/9, 9/23, 10/7, 10/21, 11/4, & 11/18)
Format: HYBRID

Professor: Gaetan Giannini
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Office: Curtis Hall, Room 200

Office Hours:

Monday & Friday: 9:30-11:00 AM
Wednesday: 5:30-7:00 PM

Required Text

Marketing, Levans, Michael, Prentice Hall, 2010

Resources

- First Research (via Cressman Library website, full text area)
- Hoovers (via Cressman Library website, full text area)
- Lexus-Nexus Academic Universe (via Cressman Library website, full text area)
- Marketline (via Cressman Library website, full text area)
- Stat-USA (via Cressman Library website, full text area)
- Professor Giannini's sites:
 - [Blog](#)
 - [Delicious \(Bookmarks\)](#)
 - [Twitter](#)
 - [Facebook](#)

FOR ADDITIONAL RESOURCES SEE THE WEBLOGRAPHY TAB OF THE CLASS'S e-COLLEGE SITE

Required Materials

Each student is required to use her/his Cedar Crest email account for communication with the professor and fellow classmates. Students should check their email regularly.

This is an e-College class.

Attendance, Participation and Classroom Protocol

All students are expected to attend class and contribute regularly to class and group discussions. Students are expected to come to class prepared to discuss the assigned topics; therefore, they should read the assigned chapters prior to class.

Students who miss class are expected to contact the professor and/or a classmate, as all assignments will be distributed in class. In addition, a missed class does not imply an automatic extension on an assignment's due date. All assignments are due on the assigned due dates.

"Appropriate classroom behavior is implicit in the Cedar Crest College Honor Code. Such behavior is defined and guided by the complete protection for the rights of all students and faculty to a courteous, respectful classroom environment. That classroom environment is free from distractions such as late arrivals, early departures, inappropriate conversations and any other behaviors that might disrupt instruction and/or compromise students' access to their Cedar Crest College education." (Cedar Crest College Catalog, page 29)

Please turn off all cell phones prior to the start of class.

Honor Philosophy

"The Cedar Crest Honor Philosophy states that students shall uphold community standards for academic and social behavior in order to preserve a learning environment dedicated to personal and academic excellence. Individuals who accept the honor of membership in the Cedar Crest College community of scholars pledge to accept responsibility for their actions and the effect their actions may have on other members of the College Community." (Cedar Crest College Catalog, page 28)

Academic Dishonesty

Whether "deliberate or accidental, academic dishonesty is a serious academic offense and a violation of the spirit of the Cedar Crest Honor Code." (Cedar Crest College Catalog, page 28)

Any confirmed instance of academic dishonesty can result in a failing grade for this course.

Students with Documented Disabilities

Students with documented disabilities who may need academic accommodations should discuss these needs with the professor during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

Course Description

This course is a comprehensive exploration of the principles and theories on which the field of marketing is based. The course stresses and examines the importance of traditional marketing issues (the marketing mix) while still addressing the dynamic issues emerging in the current technology-driven environment. The course provides real-world examples of marketing issues that are essential to understanding the role of marketing in the modern business world. It places special emphasis on the development of relationship marketing and e-marketing as it impacts the modern business community. (3 credits)

Course Objectives

At the completion of this course, students should be able to:

Define Marketing and the Marketing Process

- Have a firm understanding of the Marketing Environment the management of marketing
- Grasp the principles of consumer markets and consumer buying behavior
- Grasp the principles of business markets and business buying behavior
- Design a basic customer-driven marketing strategy and marketing mix
- Understand segmentation, targeting, and positioning
- Demonstrate knowledge of Product, Services, and Branding Strategy
- Explain new-product development and product life-cycle strategies
- Discuss product and service pricing considerations and strategies
- Understand the importance and uses of marketing channels
- Be familiar with marketing implications in Retailing and Wholesaling
- Demonstrate a working knowledge of Advertising, Sales Promotion, Public Relations, Personal Selling and Direct Marketing
- Understand how marketing principles can create competitive advantage
- Grasp the impact of technology in modern marketing
- Explain the impact of the ever-changing global marketplace
- Discuss how Ethics and Social Responsibility affect companies and individuals with respect to marketing

Individual Assignments

All students are required to complete five of the eight assignments listed on the schedule. Students may submit more than five assignments. If more than five assignments are complete only the best five will be counted toward the final grade.

All assignments must be in a Microsoft WORD document, have the student's name on the document, and be submitted through the e-College drop box by midnight on the date indicated on the course schedule.

Online Discussion

Discussion topics will be posted on the weeks that the class does not meet live. You are expected to contribute in a meaningful fashion that demonstrates preparation and depth of thought. You are expected to spend 1 ½-2 hours engaged in an online discussion. This includes time researching and preparing your responses. You should respond to every topic posted by the instructor and comment on the responses of classmates. Responses to the instructor's postings should be completed by the due date listed on the course schedule. Responses to classmates' responses can be made at any time during the semester. All students must contribute to five of the six topics posted. If a student contributes to all six, only the grades of the best five will be counted toward the final grade.

The discussion thread entitled *Questions and Comments* will be used to allow you to post questions about the class (ex: clarifying assignment requirements) and for me to comment on common themes that I discover while reviewing your assignments or other elements of the class discussion. While it is vitally important that you check in with this thread frequently, participation here will not count toward your grade.

Marketing Plans

All students will be required to create a marketing plan. Each student must select a company or product that will be the subject of their marketing plan and have it approved by the instructor by October 7.

Late Submissions

Students are expected to submit all assignments on the assigned due date. Students who are absent from class are still responsible for timely submission of assignments. Late submissions will not be accepted.

Exams

Exams are online and must be completed by midnight of the date indicated on the schedule below. Each exam will have a 75 minute time limit. Students may use their book and notes, but must work alone.

Extra Credit

The professor will not assign extra credit.

Grading Policy:

Exam I:	15%
Exam II:	15%
Exam III:	15%
Assignments:	25%
Marketing Plan:	15%
Online Discussion	15%

Assignment Grading:

To achieve a grade of “A” on an assignment a student must:

- Clearly demonstrate that the assignment was understood, follow all directions and complete all parts of the assignment.
- Relate assignment topic to lecture discussion and assigned readings.
- Demonstrate research beyond the course text and lecture material.
- Demonstrate a depth of analysis that proves an understanding the concepts in question.
- Communicate clearly and thoroughly.
- Put forth an effort that goes beyond merely answering the assigned questions or completing the given task.
- Submit the assignment on time.

Online Discussion grading:

- Relate discussion topic to lecture discussion and assigned readings.
- Demonstrate research beyond the course text and lecture material.
- Demonstrate a depth of analysis that proves an understanding the concepts in question that goes beyond “your opinion.”
- Quality of responses to instructor’s postings as well as classmates’ responses.
- Communicate clearly and thoroughly.

Planning project grading:

- The level of analysis apparent
- Use and depth of research (Scholarly & popular sources)
- Ability to relate the issues of your chosen company to class discussions & readings
- Incorporation of current events and business issues into the answer
- Strength of your strategy (logic, quality and feasibility)
- Evidence of group cohesiveness
- Ability to communicate clearly

<u>Exam</u>	<u>Date</u>	<u>Topic</u>	<u>Reading</u>	<u>Online Discussion</u>	<u>Assignment</u>	<u>Due</u>
	26-Aug	Meaning Of Marketing	Chapter 1			
		Marketing Environment	Chapter 2		Capstone Exercise #2 (p.21)	9-Sep
		Planning	Chapter 3		Capstone Exercise #3 (p.31)	9-Sep
	2-Sep	Marketing in Society	Chapter 4	Online Discussion #1		16-Sep
	9-Sep	Customer Value	Chapter 5		Capstone Exercise #5 (p.55)	23-Sep
		Consumer Behavior	Chapter 6		Capstone Exercise #6(p.67)	23-Sep
	16-Sep	Consumer Insight	Chapter 7	Online Discussion #2		30-Sep
Exam #1	23-Sep	Segmentation	Chapter 9		Capstone Exercise #9(p.105)	7-Oct
	30-Sep	Brand	Chapter 8	Online Discussion #3		14-Oct
	7-Oct	The Marketing Plan	Chapter 10		Marketing Plan (graded separately, not as an "assignment.")	2-Dec
	14-Oct	Pricing	Chapter 12	Online Discussion #4		28-Oct
	21-Oct	Products & Services	Chapter 11		Capstone Exercise #11 (p.133)	4-Nov
Exam #2	28-Oct	Marketing Channels	Chapter 13	Online Discussion #5		11-Nov
	4-Nov	Consumer Influence Strategies	Chapter 14		Capstone Exercise #14 (p.179)	18-Nov
		Media Mix	Chapter 16		Capstone Exercise #16 (p.207)	18-Nov
	11-Nov	Personal Selling	Chapter 15 (pp. 180-187)	Online Discussion #6		25-Nov
	18-Nov	Direct Marketing	Chapter 15 (pp. 187-190)			
		The Marketing Mix	Chapter 17			
Exam #3	2-Dec					

Class meets live on **bold** dates.

* Reading should be completed before the class session.
Syllabus is subject to change with prior notice from the professor