

## Cedar Crest College

### MRK 230 – Principles of Marketing Spring 2008

Location: Hamilton Boulevard Building (HBB), Room 11  
Day/Time: TR, 2:30-3:45 PM  
Format: Lecture/Discussion

|            |                         |                            |
|------------|-------------------------|----------------------------|
| Professor: | Gaetan Giannini         | <i>Office Hours:</i>       |
|            |                         | M: Evenings by Appointment |
| E-mail:    | gtgianni@cedarcrest.edu | T: 1:00-2:30               |
| Phone:     | 610-606-4666 ext. 3427  | W: 10:00-12:00             |
| Office:    | Curtis Hall, Room 200   | R: 1:00-2:30               |

#### Required Text:

Marketing: An Introduction, Armstrong & Kotler, Pearson-Prentice Hall, 9<sup>th</sup> Edition

#### Resources

Hoovers (via Cressman Library website, full text area)  
Marketline (via Cressman Library website, full text area)  
Stat-USA (via Cressman Library website, full text area)  
Lexus-Nexus Academic Universe (via Cressman Library website, full text area)

**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-Companion class.***

#### 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

## 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.

### Individual Assignments

Five assignments will be given during the course of the semester. All assignments are due one week after being posted. All assignments to be submitted into the appropriate e-College drop box. Assignments will not be graded before due date.

### Marketing Plans

All students will be required to work in teams to create and present a marketing plan. Teams will be selected and products assigned during the third week of class. Team members will evaluate each others’ effort as a part of this process.

#### *Presentation*

*Each team will present their plan to the class. Presentations should be 20-25 minutes in length. The presentations should not be a recitation of the plan. It should be in executive summary format and relate the research conducted, the goals formulated and strategy to be executed. Each team member should have an equal role in the presentation.*

#### *Evaluations*

*Each team member shall evaluate their teammates on their performance in contributing to the completion of the plan. The Student-Peer evaluation form that is posted on e-College must be used. If a student fails to hand in an evaluation they will receive a ZERO for their evaluation grade for the plan. Evaluations are due when the plan is due. No exceptions.*

### 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

There will be no make up exams given. All students must be present for all exams. ***Confirm the day and time of the final exam before making any travel plans!***

## Extra Credit

The professor will not assign extra credit.

## Grading Policy:

|                                   |     |
|-----------------------------------|-----|
| Exam I:                           | 15% |
| Exam II:                          | 15% |
| Final Exam:                       | 15% |
| Assignments:                      | 25% |
| Marketing Plan:                   | 20% |
| Class participation & attendance: | 10% |

## Assignment Grading Rubric:

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.

## 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>Date</u> | <u>Lecture Topic</u>  | <u>Chapter</u> |
|-------------|---|----------------|
| 1/20/2009   | Marketing: Creating and Capturing Customer Value & Company and Marketing Strategy | 1 & 2          |
| 1/22/2009   |   |                |
| 1/27/2009   | Analyzing the Marketing Environment   | 3              |
| 1/29/2009   |   |                |
| 2/3/2009    | Managing Marketing Information to Gain Customer Insights                          | 4              |
| 2/5/2009    |   |                |
| 2/10/2009   | Understanding Consumer and Business Buyer Behavior                                | 5              |
| 2/12/2009   |   |                |
| 2/17/2009   | Customer-Driven Marketing Strategy: Creating Value for Target Customers           | 6              |
| 2/19/2009   |   |                |
| 2/24/2009   | Products, Services, and Brands: Building Customer Value                           | 7              |
| 2/26/2009   |   |                |
| 3/3/2009    | New-Product Development and Life-Cycle Strategies & Pricing                       | 8&9            |
| 3/5/2009    |   |                |
| 3/10/2009   | <b>Spring Break</b>   |                |
| 3/12/2009   | <b>Spring Break</b>   |                |
| 3/17/2009   | Pricing & Marketing Channels: Delivering Customer Value                           | 9 & 10         |
| 3/19/2009   |   |                |
| 3/24/2009   | Retailing and Wholesaling   | 11             |
| 3/26/2009   | Advertising and Public Relations  | 12             |
| 3/31/2009   |   |                |
| 4/7/2009    | Personal Selling and Sales Promotion  | 13             |
| 4/9/2009    |   |                |
| 4/14/2009   | Direct and Online Marketing   | 14             |
| 4/16/2009   |   |                |
| 4/21/2009   | The Global Marketplace  | 15             |
| 4/23/2009   | Marketing Ethics and Social Responsibility  | 16             |
| 4/28/2009   | Marketing Plan Presentations  |                |
| 4/30/2009   | Marketing Plan Presentations  |                |

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