

## Introduction to Marketing (Winter 2018)

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Office Hrs.: after class and by appointment

TEXT: Marketing: An Introduction by Armstrong and Kotler 13<sup>th</sup> edition

**NATURE AND PURPOSE OF THIS COURSE:** The course can be broken into two sections. The first emphasizes the structure and organization of markets and the relationship between marketing and the demand, competitive, economic, and social and political environment. Building upon that foundation, the second section emphasizes the managerial and strategic dimensions of marketing: The elements of the marketing mix- products, pricing, distribution, and promotion; strategic and marketing planning and the organization and control of the marketing effort. We believe that a basic understanding of these issues is essential in preparing for any responsible business or other managerial career as well as being a fundamental prerequisite for advanced study or professional work in marketing. Therefore, the stress is on mastering concepts and vocabulary and on the solution of marketing problems.

**STUDENT EVALUATION:** There will be 4 exams worth 25% each. The exams are closed book, closed notes, and closed neighbor. The exams contain material discussed in class, but not necessarily included in your text. If you cannot attend class, arrange with someone reliable to take notes for you. **I DO NOT POST MY NOTES ON MOODLE.** Exams may not be taken early or postponed except by prior arrangement with the instructor. Only in cases of undue hardship (e.g., illness, death in family, etc.) will one make-up exam be permitted. An inexcusable missed exam will count as a zero when the final grade is computed, so if you have an unexpected emergency, contact the instructor before the exam has been given. Cheating is forbidden and will result in appropriate actions.

## GRADING SCALE

<u>Percentage</u>	<u>Grade</u>	<u>Percentage</u>	<u>Grade</u>
96.0% +	4.0	65.5-66.4%	2.4
94.0-95.9%	3.9	64.5-65.4%	2.3
92.0-93.9%	3.8	63.5-64.4%	2.2
90.0-91.9%	3.7	62.5-63.4%	2.1
88.0-89.9%	3.6	61.5-62.4%	2.0
86.0-87.9%	3.5	60.5-61.4%	1.9
84.0-85.9%	3.4	59.5-60.4%	1.8
82.0-83.9%	3.3	58.5-59.4%	1.7
80.0-81.9%	3.2	57.5-58.4%	1.6
78.0-79.9%	3.1	56.5-57.4%	1.5
76.0-77.9%	3.0	55.5-56.4%	1.4
74.0-75.9%	2.9	54.5-55.4%	1.3
72.0-73.9%	2.8	53.5-54.4%	1.2
70.0-71.9%	2.7	52.5-53.4%	1.1
68.0-69.9%	2.6	50.0-52.4%	1.0
66.5-67.9%	2.5	0.0-49.9%	0.0

<b>TENTATIVE SCHEDULE (Subject to Change)</b>		
<b>DATE</b>	<b>TOPIC</b>	<b>CHAPTER</b>
1/4	Administrative Tasks	
1/9	What is Marketing?	1
1/11	Overview of marketing strategy	2
	Marketing environment: Opportunities/Threats	3
1/16	Marketing environment: Opportunities/Threats	lecture
	Doing the right thing: Ethics and Social Responsibility	
1/18	Market structure and who do we want to do business with: Segmentation and Targeting	6
1/23	Segmentation and Targeting	
1/25	What do we want to know about our customers: B2C	5
1/30	What do we want to know about our customers: B2C	
2/1	Exam 1	
2/6	B2B: Organizational buying behavior/Review Exam 1	5
2/8	How Do We Make Better Marketing Decisions: Marketing Research	4
2/13	How do we make better marketing decisions: Marketing Research	7;8
2/15	So many products: Issues in product line management	
	I can't live without my iPhone: Branding and Brand Equity	
	Winter Break	
2/27	How are products born: New Product Development Process	
3/1	How long will this product live: Managing Products Over Their Life-Cycle	
3/6	exam 2	
3/8	NO CLASS	
3/13	How do we get the product to our customers: Channels of Distribution Review Exam 2	10;11
3/15	How do we get the product to our customers: Channels of Distribution Communicating with our customers and getting them to buy: Sales Promotion	12;13;
3/20	Communicating with our customers: Advertising	
3/22	Communicating with our customers: Advertising	
3/27	Sell! Sell! Sell!: Sales Management and Personal Selling	
3/29	Exam 3	
4/3	How much is my product worth: Setting a price/Review Exam 3	9
4/5	Direction of the company: Strategic Planning Process	2
4/10	Direction of the company: Strategic Planning Process	2
4/12	Go Global: International Marketing	15
4/17	Wrap-up day	
4/25	Exam 4 (Last Exam)	

## CLASSROOM CONDUCT

The format of this class is the lecture. Given that the exam is based mainly on the lecture and the material covered in the lecture may not be covered in the textbook, it is inappropriate to disrupt the class. To this end, there are some rules that will make this a better learning experience for all the students in this class.

1. You should **turn off and put away your cell phone**. It can be a distraction to other students.
2. Refrain from having a conversation with other students during class. It is not fair to other students that want to listen to the lecture.
3. **Get to class on time**. If you are late it not only disrupts class, you will miss critical information.

**Consider our class a work environment. Be on time and act professionally. In the recent semesters, students have continually violated the above classroom conduct and disrupted the class. Thus, if you chronically violate the classroom conduct, I reserve the right to lower your grade by a full grade point.**

**From a student on how to prepare for an exam in MKT 302:**

**In the weeks leading up to an exam:**

- Read the assigned chapters and highlight what is important

**Two days before an exam:**

- Write a study guide (integrating the chapter readings and class notes) that includes:
  - All information from the in-class notes
  - Any highlighted information in my textbook that isn't included in the in-class notes

**Day before an exam:**

- Review the study guide