

**SYLLABUS**  
**MKT 3020 MARKETING**  
**WINTER TERM / 2018 - OAKLAND UNIVERSITY**

**COURSE:** MKT 3020 – MARKETING / CRN 11345  
**TERM COURSE:** BEGINS: 1/3/2018 & ENDS 4/25/2018  
**CLASS SESSIONS:** 26 SESSIONS /  
**CLASS MEETS:** Tues & Thurs / 10:00 A.M. – 11:47 A.M. Elliot Hall R 235  
**CREDITS:** 4  
**PREREQUISITES:** ECN 150 or ECN 201 or ENC 210 and WRT 160 and QMM240 or STA 225 or STA 226 with a min grade of 2.0 in each course. Students without major standing in the SBA must have a cumulative GPA of 2.6 or better to take the course.

**INSTRUCTOR:** RON DIX  
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OXFORD, MI 48371  
248 660 7542 cell / text  
**rondixmail@yahoo.com**  
Last 2 weeks of term – hardcopy classroom submissions (things get lost).

**IMPORTANT DATES TO REMEMBER:**

- **LAST DAY TO OFFICIALLY WITHDRAW:** 3/14 /18  
NOTE: It is the student's responsibility to initiate withdrawal from the course with the office of registration. If a student attends classes and then abandons the course and does not officially drop the class, an 0.0 grade will result, no exceptions.
- **EXAM #1 – February 8, EXAM #2 – March 22, EXAM #3 – April 12 (cumulative).**
- **COURSE PROJECT DUE:** April 12.
- **Winter Break:** 2/17 – 2/26 / NO CLASSES / CAMPUS CLOSED.

**COURSE TEXT(S):** MARKETING, 2012 Edition, Pride & Ferrell  
South -Western, Cengage Learning / ISBN: 13: 978-1-111-52619-1  
Alt. ISBN 10:1- 111-52619-2  
MKT450MMN – Instructors Web docs & media.

**STUDENT INFORMATION & ASSISTANCE:** As a student at Oakland University you are encouraged to read the college catalog and the schedule of classes and other printed materials that detail services available to students, student rights and responsibilities, academic procedures and policies and general rules and regulations that affect you as a Oakland university student. In accepting admission, the student assumes responsibility for knowing and complying with the rules, regulations and procedures set forth in the Oakland University catalog, schedule of classes and other college documents provided to you.

**INSTRUCTOR ASSISTANCE:** Students experiencing difficulty with the course, e.g. text contents, understanding concepts, difficulty with assignments, scheduling problems, deadlines or other factors interfering with student progress or performance are strongly encouraged to contact the instructor to examine the situation and work toward a resolution of any problems ASAP. My interest is your success with the course. Career counseling is also available, should you have an interest in discussing career options or particulars of a given career path.

**CATALOG COURSE DESCRIPTION:** The course focuses on problems of product planning, market segmentation, demand analysis, consumer behavior, product distribution, pricing and promotion in domestic and international markets. The approach to these problems considers both the normative or theoretical, and the empirical or marketing research orientations.

**INSTRUCTOR - COURSE COMMENT:** Marketing is a process that businesses and organizations engage in for maximizing their ability to identify marketplace opportunities, assess the various environmental conditions present, examine prospective consumer segments, determine the nature and strength of competitive forces, recommend various pro-active and re-active strategies, effectively implement and monitor adopted strategies and modify accordingly to reach a successful outcome. Although many companies and organizations subscribe to similar business procedures and practices, different goals, priorities, marketplace dynamics, management styles, willingness to take risks, nature and extent of resource allocations of resources, synergism among SBUs, etc. will influence the outcome of Marketing Plans. In most instances, a successful marketing program will be the result of a sound understanding of the relationships among the many variables at work in the marketplace (internal and external to competing businesses and organizations) and the influence / impact these variables have on one another. This course will hopefully stimulate critical thinking.

**GENERAL COURSE GOALS:** The course is structured to develop critical thinking regarding the marketing process domestically and on an international scale and to provide an understanding of key marketing concepts, strategies and methods and their respective application to situations involving the marketing of products, services and ideas. In addition, students will be exposed to methods and techniques for evaluating conditions / forces in domestic situations and in the global marketplace such as competition, resources, cultural attributes, consumer awareness and demand, price sensitivity, cost efficient methods of distribution, packaging, promotion and other factors that would influence decisions of marketers regarding these matters in relation to effectively marketing, products, services and ideas. Key to the course will be an examination and discussion of the relationships that exist between various elements involved with the marketing process and how each have the capacity to influence / impact one another in a positive or negative manner.

**GLOBAL BUSINESS ENVIRONMENT LEARNING GOALS:** The following are KEY LEARNING GOALS DESIGNATED FOR MKT 302:

1. Show awareness of a global issue relevant to business and or the economy in a domestic and or global context, i.e. the implications of same regarding opportunities, adversities, decision making, planning & preparations for business entities - **RECOGNITION**.
2. Explain the impact of this issue on business environments on a domestic and / or global scale - **ASSESSMENT / EVALUATION**.
3. Demonstrate understanding of factors and /or forces associated with this **ISSUE** (item #1), by providing discussion points, recommendations, actions to be taken, strategies & tactics to be employed and such regarding this change or emerging condition / issue and the implications for business entities / industries – **ACTIONS TO BE TAKEN**.

**PER MKTG 32 COURSE DOCUMENT:** Environmental Change Response Strategies determine:

- A. **WHAT CHANGE** has occurred.
- B. **HOW WILL THIS CHANGE** impact my business / industry, even **CAREER**.
- C. **WHAT ACTION IS** or **IS NOT REQUIRED**, based on your assessment / evaluation.

**THIS CONFORMS** to the application of **CRITICAL THINKING** in business environments for problem solving, decision making, seeking desirable outcomes, achieving and maintaining a competitive edge, decisions for Research & Development and USE of Pre-emptive Measures in achieving established Organizational Goals and prevailing.

**THESE THREE** (specific) **GOALS** will be found in the Enabling Objectives contained in **THIS** course. **GOALS** = Measurable Outcomes & **ENABLING OBJECTIVES** = Actions Taken.

**GENERAL COURSE ENABLING OBJECTIVES:** The course is structured to enable the student to engage the course content and related topics through various media, e.g. designated course text readings, handouts, video tapes, CDs, Internet research assignments, published articles, case studies, instructor discussions, face-to-face meetings and other means of information gathering. Students will receive assignments, participate in exercises and otherwise engage course material in an effort to satisfy the general course goals.

**MISSED EXAMS & PROJECTS:** **EXAMS** will be issued on the designated **DATES**. Due to grade report time constraints, if you do not submit / return **EXAMS**, **EXAM** grades will / may be a duplicate of a previous **EXAM** and used for averaging or you may receive a "0" score, depending on circumstances. The student is solely responsible for contacting the instructor and making arrangements regarding the issuance of exams. If the **COURSE PROJECT** (individual or team) is not submitted a 0.0 grade will be entered. If the project is submitted late (after the **DAY / DATE DUE**), a 20% grade reduction will occur prior to grading the project.

**HANDOUTS / SUPPORT MATERIALS:** During the term, various handouts and Internet Documents will be provided to support information covered in the text or lectures. Some handouts will contain information to be included as test items and students advised accordingly.

**EXTRA CREDIT:** There will be opportunities to obtain extra credit points during the course through **MICRO-RESEARCH** papers, **IDEATION** papers, **SPECIAL INTEREST** papers on the part of the student. Extra credit **PERFORMANCE** points will be applied to the points earned on exams. The intent in providing extra credit is to provide opportunities to improve grades and to provide opportunities for students to revisit the course material and become more involved with related concepts and information. **IN-CLASS** (team based) **CONTESTS** (competitive events) will be conducted to apply course material and accrue additional points toward exam scores. You must be present and participate to benefit from these exercises. **DOCS & Details** to come.

**COURSE / CLASS FORMAT:** The course will be conducted as an interactive experience with lectures, handouts, weekly reading assignments, audio/visual presentations, current events discussions, competitive events, miscellaneous assignments and other activities to promote a greater understanding of course content. Due to time limitations, not all text material will be covered during regular class sessions. Students will be responsible though for text content for testing purposes and incorporating this information into the course project.

**CLASS ATTENDANCE / CLASS PARTICIPATION:** Class attendance and class participation is **HIGHLY** encouraged. **ATTENDANCE WILL BE TAKEN EACH CLASS SESSION**. Although a specific number of points will not be assigned to attendance as part of your final grade, a "soft grading" condition will be in effect, i.e. frequent absences could negatively impact your final grade. Good attendance and in-class participation is an effective way to better comprehend the course material presented and remain current, should **CHANGES** be made to the course.

**NOTE: MY EXPECTATION IS THAT STUDENTS HAVE REGISTERED FOR THIS COURSE WITH THE UNDERSTANDING THAT DATES & TIMES WILL NOT BE IN CONFLICT WITH OTHER ACTIVITIES SUCH AS WORK, VACATIONS, TRAVEL, COURSE LOAD OR PERSONAL MATTERS, WITH THE EXCEPTION OF O.U. ATHLETES PARTICIPATING IN OFF-CAMPUS EVENTS, TRAVEL, ETC. OTHER CIRCUMSTANCES THAT MIGHT INTERFERE WITH CLASS ATTENDANCE SHOULD BE BROUGHT TO MY ATTENTION.**

**NOTE: USE OF "ELECTRONICS" / COMMUNICATIONS EQUIPMENT BY STUDENTS** while IN CLASS should be conducted responsibly and in a considerate manner. Text messaging, gaming, use of Social Media and such and or inappropriate USE of these devices is **DISCOURAGED** and may be deemed classroom distractions / disturbances. **BE considerate of your classmates.**

**CLASSROOM DEMEANOR:** Class sessions will be conducted in a professional manner and with due consideration to students that are speaking and "have the floor" and also during lectures. Students are encouraged to participate in discussions in conjunction with information being presented during class sessions. This provides opportunities to bring out various perspectives and opinions on topics for all students to learn from, enhancing the learning process. **NOTE:** Students should not engage in **CROSS-TALK** regarding personal matters or topics not germane to the class during lectures or when other students are speaking. This behavior is disruptive and discourteous to other students and or the instructor.

**STUDENT EVALUATION:** **THREE (3)** methods to be used. The **FIRST** will consist of **THREE** examinations ( 25 - 50 questions each). **EXAM #3** will cover some new material and **APPLICATION** of course content **AND** will be cumulative in nature **AND** will measure your understanding of information covered in the assigned text readings, lectures and **WEB DOCUMENTS** and other handouts. A review of material to be tested on **WILL NOT** be conducted during class sessions. Exam grades will be combined with extra credit and will be averaged and will account for **30%** of your final grade.

The **SECOND** method will consist of a 3-4 page **SPECIAL TOPIC** research paper with citations, describing various aspects of a **SOCIETY** or Tribal Configuration (group) existing as an organized entity **AT SOME POINT IN TIME** in the evolution of mankind, but now extinct or morphed into another society. **ALL SOCIETIES** seek basically the same life sustaining **RESOURCES**, but may have gone about it in different manners. **SEE DOC – MKTG533** for background and direction. **THIS ASSIGNMENT** should be submitted by **MID-TERM**, but may be extended and will represent **20%** of your final grade. This assignment has historical significance and comparative to current societies.

To augment **PERFORMANCE** points accrued on **EXAMS**, a series of individual and team based **COMPETITIVE EVENTS** will be conducted during class on various topics related to material covered in the course. Points earned (**10 pts**) in these competitive events will be added to your exam scores for averaging for final grading. **EXTRA CREDIT** performance points can be used similarly.

The **THIRD** method of evaluation (**AND MOST SIGNIFICANT**) will consist of a **COURSE PROJECT** that will incorporate concepts, methods and techniques, strategies and tactics covered in the text, lectures and handouts and will be used to develop a basic **STRATEGIC MARKETING PLAN** for a product, service or idea/concept of your choice. Details of the course project and related team formations will be covered during a subsequent class session. The **COURSE PROJECT WILL BE DUE** the final session of the term and will account for **50%** of your final course grade (see

Scheduled Sessions section of this document). **PROJECTS SUBMITTED LATE** (after due date) **WILL BE REDUCED IN SCORE BY 20%** prior to a review and grading. **NOTE DEADLINES.**

**Teamed Course Projects not more than 4 members please.**

**SUBMITTED WORK:** All work submitted (reports, project papers, briefs, etc.), must be typewritten or PC. **NO** handwritten material will be accepted. **ALL WORK MUST BE ORIGINAL.** **NOTE: LAST TWO WEEKS** of the term – **ALL work SHOULD BE HARD-COPY** submitted in-class, no mail drops, no e-mail attachments please, things get lost.

**ACADEMIC CONDUCT:** Cheating, misrepresentation of work completed, plagiarism and similar misconduct, if discovered, will result in an **0.0, F grade** issued for the course for student(s) involved. **ORIGINAL WORK IS ENCOURAGED AND EXPECTED.**

**GRADING SCALE: Oakland University grades on tenths of a point.**

**POINT & LETTER SCALE** (Approved by the University Academic Senate):

**NOTE: Points (pts.) shown are PERFORMANCE POINTS accrued, NOTE GRADES.**

100pts.	4.0=	A	89pts.	2.9=	C
99pts.	3.9=	A	88pts.	2.8 =	C
98pts.	3.8=	A	87pts.	2.7=	C
97pts.	3.7=	A	86pts.	2.6=	C
96pts.	3.6=	A	85pts.	2.5=	C
95pts.	3.5=	B	84pts.	2.4=	C
94pts.	3.4=	B	83pts.	2.3=	C
93pts.	3.3=	B	82pts.	2.2=	C
92pts.	3.2=	B	81pts.	2.1=	C
91pts.	3.1=	B	80pts.	2.0=	C
90pts.	3.0=	B	70-79pts.	1.0-1.9=	D

Under-grad - A final grade pt. of less than 2.0 for the course is discouraged.

Graduate – A final grade pt. of less than 2.0 for the course accrues no credit.

**NOTE: USE OF “T” GRADES:** Students are advised that Oakland University administration discourages the issuance of “T” grades and will accept “T” grades **ONLY** when hospitalization and or severe personal or medical circumstances are present that interfere with completing requirements for the course and the condition is substantiated. The **USE OF “T” GRADES** requires a **COMPLETED** and **SIGNED ACADEMIC CONTRACT** before the End-Of-Term between the Student and the Instructor **AND PRE-APPROVED** by the M&M Dept & Dean.

**FERPA STATUTE / POLICIES:** The Family Educational Rights and Privacy Act of 1974 prohibits an instructor or university employee from discussing student grades or performance with anyone except university administration without expressed written consent (signed and dated) from the student. This includes parents, family members, friends, or employers. It is illegal to engage in public postings of grades and commentaries on student performance. Students assume full responsibility / consequences for self-disclosure of their grades and commentaries on their classroom performance to classmates, others students, parents, family members, employers, friends.

**STUDENTS DESIRING TO KNOW THEIR FINAL EXAM GRADES, PROJECTS OR FINAL GRADE FOR THE COURSE – INSTRUCTOR WILL TREAT e-mail CONTACT** as a phone contact inquiry regarding same. **RETURN OF STUDENT MATERIALS AND for RETURN of your COURSE PROJECT,** weigh the finished project along with a self-addressed, stamped 9x12 envelope and provide same to instructor last session. **PROJECTS CANNOT** be left in public or university facilities for student pick-up. **GRADES** cannot be posted on the Internet. Unclaimed

student projects, papers, graded exams and other materials representing student performance will be kept by the instructor for TWO follow-on terms and then destroyed or otherwise disposed of.

**INSTRUCTOR ABSENCES & COLLEGE CLOSINGS:** If, due to circumstances, I am unable to be present during a scheduled class session, students will be notified at the beginning of class or earlier by phone or e-mail if SAME is provided, that class will not be held. Timeliness and the manner of reporting closings, due to weather or other adverse conditions will be at the discretion of the college. Students are advised to contact the university for information regarding college closings, due to weather or other circumstances.

**COURSE OUTLINE:** The sequence of chapters to be covered from the text has been organized to provide a specific flow of material, information and concepts regarding the Marketing Process. Augmentative materials will be introduced to support the text material at various points during the course, as well as in-class activities and outside research activities and discussions. **NOTE:** The COURSE is front-end loaded in that there will be a significant amount of course content issued earlier in the course on which to utilize / apply in later stages of the course. Regular Chapter readings, research findings, published materials, and such. **PLEASE DO NOT PROCRASTINATE.**

## **SESSIONS / CHAPTER ASSIGNMENTS / DOCS:**

<b>SESSION #1</b>	<b>(Jan 4)</b>	<b>Lecture: Structure &amp; Function of Marketing – 4Ps. Chap 1 An Overview of Strategic Marketing. Course Introduction, Review Syllabus, Review Course Project, Instructor Expectations / Protocol, Procedures, Rules &amp; Regs. Consumer Needs &amp; Wants. Global Resource Consumption. MKT300E7 - Marketing Emergence and Evolution. MKT MKTG533 - CHANGE – “They Come &amp; They Go”. Consumer Analysis – Psychology, Sociology, Anthropology. Market place &amp; Market Indicators &amp; Correlations. MKTG38 – Indicators &amp; Correlations. MKTG450BD - Governmental, &amp; Regulatory Variables.</b>
<b>SESSION #2</b>	<b>(Jan 9)</b>	<b>LECTURE: COURSE LAYOUT, Market &amp; Societal factors.</b>
<b>SESSION #3</b>	<b>(Jan 11)</b>	<b>Lecture: “What’s Up – Looking for marketing opportunities. Organizational Planning Strategies. Chap 3 The Marketing Environment. MKTG35 – Planning Strategies &amp; Tactics.</b>
<b>SESSION #4</b>	<b>(Jan 16)</b>	<b>Lecture: TBA Chap 2 Planning, Implementing &amp; Controlling Mktg Strategies.</b>
<b>SESSION #5</b>	<b>(Jan 18)</b>	<b>Lecture: TBA</b>
<b>SESSION #6</b>	<b>(Jan 23)</b>	<b>Lecture - TBA Chap 4 Social Responsibility and Ethics in Marketing.</b>
<b>SESSION #7</b>	<b>(Jan 25)</b>	<b>Lecture – Everything needs to be RESEARCHED. Chap 5 Market Research and Information Systems. MKTG16 – Research Strategies &amp; Tactics. BUS2530K – Decisions.</b>

**MKT437W – “22 Immutable Laws of Marketing”**  
**MKTG8 – Market Demand.**  
**MKTG11 – Forecasting Strategies & Tactics.**  
**MKTG3 – Market Entry Assessment.**  
**MKTG32 – Environmental Change Response Strategies.**

<b>SESSION #8</b>	<b>(Jan 30)</b>	<b>Lecture - TBA</b> <b>Chap 6 Target Markets: Segmentation, Eval., Positioning.</b> <b>Chap 7 Consumer Buyer Behavior.</b> <b>MKTG19 – Positioning Strategies &amp; Tactics.</b> <b>MKTG1A – “Consumer In You” / Consumer Behavior.</b> <b>MKTG450K - Competitor Analysis Strategies.</b> <b>MKT404ER – Segmentation By Generation / Age</b> <b>MKT411V – Growth Strategies &amp; Tactics (to stay ahead).</b>
<b>SESSION #9</b>	<b>(Feb 1)</b>	<b>Lecture - TBA</b> <b>Chap 10 Product Concepts.</b> <b>MKTG13 – Product Strategies &amp; Tactics.</b>
<b>SESSION #10</b>	<b>(Feb 6)</b>	<b>Lecture - TBA</b> <b>Chap 11 Developing and Managing Products.</b>
<b>SESSION #11</b>	<b>(Feb 8)</b>	<b>Lecture - TBA</b> <b>Chap 13 Services.</b> <b>EXAM #1 ISSUED / Chaps., 1-7, 10, 11, 13, I-Docs., Lectures.</b>
<b>SESSION #12</b>	<b>(Feb 13)</b>	<b>Lecture - TBA</b> <b>Chap 12 Branding and Packaging.</b> <b>MKTG427 – Branding &amp; Brand Management.</b>
<b>SESSION #13</b>	<b>(Feb 15)</b>	<b>Lecture - TBA</b> <b>Chap 19 Pricing Concepts.</b> <b>MKTG14 – Pricing Strategies &amp; Tactics.</b>
<b>----- WINTER BREAK / Sat, FEB 17 (10 p.m.) – Mon, Feb 26 (7:30 a.m.)</b>		
<b>SESSION #14</b>	<b>(Feb 27)</b>	<b>Lecture - TBA</b> <b>Chap 20 Setting prices.</b>
<b>SESSION #15</b>	<b>(March 1)</b>	<b>Lecture – TBA</b> <b>Chap 16 Integrated Marketing Communications.</b> <b>PROMO7 – Promotion Strategies.</b> <b>MKTG18 – Appeal Strategies &amp; Tactics.</b>
<b>SESSION #16</b>	<b>(March 6)</b>	<b>Lecture – TBA</b> <b>Chap 17 Advertising and Public Relations.</b> <b>NOTE: Wear a HAT with an unusual MKTG STORY and earn 10-15 Performance Points.</b>
<b>SESSION #17</b>	<b>(March 8)</b>	<b>Lecture – TBA</b> <b>Chap 18 Personal Selling and Sales Promotion.</b>
<b>SESSION #18</b>	<b>(March 13)</b>	<b>Lecture – TBA</b> <b>Chap 14 Marketing Channels and Supply Chain Mgmt.</b>

**MKTG27 – Distribution Strategies & Tactics.**

<b>SESSION #19</b>	<b>(March 15)</b>	<b>Lecture – TBA Chap 15 Wholesaling and Physical Distribution.</b>
<b>SESSION #20</b>	<b>(March 20)</b>	<b>Lecture – TBA Pre-emptive Strategies. MKTG15 – Pre-emptive Strategies &amp; Tactics.</b>
<b>SESSION #21</b>	<b>(March 22)</b>	<b>Lecture – TBA Marketing Mix Analysis / Assessment / Gen. Discussion. EXAM #2 ISSUED / Chaps., 2, 12, 14-20, I-Docs., Lectures.</b>
<b>SESSION #22</b>	<b>(March 27)</b>	<b>Lecture – TBA Chap 15 Retailing / Direct MKTG / Wholesaling MKTG24 – Retail Strategies &amp; Tactics.</b>
<b>SESSION #23</b>	<b>(March 29)</b>	<b>Lecture – TBA Chap 8 Business Markets &amp; Buying Behavior / B-B Mktg. MKT404CC – Organizational Marketing Strategies.</b>
<b>SESSION #24</b>	<b>(April 3)</b>	<b>Lecture – TBA Chap 9 Reaching Global Markets. MKT450C2 – Global Market Analysis. MKTG6 – Global Business &amp; Marketing Strategies.</b>
<b>SESSION #25</b>	<b>(April 5)</b>	<b>Lecture – TBA</b>
<b>SESSION #26</b>	<b>(April 10)</b>	<b>Lecture - TBA</b>
<b>SESSION #27</b>	<b>(April 12)</b>	<b>Lecture – TBA COURSE PROJECT DUE FINAL COMPETITIVE EVENT PRESENTATION EXAM #3 may be ISSUED / Cummulative with Chaps., 8, 9, 15, ALL WEBSITE Docs., &amp; Lectures – Qs are included.</b>

**April 17 / WINTER CLASSES END / EXAM PREP / EXAM PERIOD / TERM ENDS.**

**NOTE: INTERNET MKTG is discussed throughout the text in the various chapters & lectures.**

**RECOMMENDED READINGS:**   **Appendix A Careers in Marketing.**  
  **Appendix B Financial Analysis in Marketing.**  
  **Appendix C Sample Marketing Plan.**

**----- TERM ENDS APRIL 25, 2018 Close of Business -----**