

MARKETING 3020 –030: CRN 12817
MARKETING
(fully online course offering)
WINTER 2018

Instructor: Ravi Parameswaran
Email: paramesw@oakland.edu
Office Hours: T 11:00 – 12:00 am (need prior intimation) or by appointment, location Elliott Hall 334
Campus Phone: #3299
Class Room: online course
Class Time: online course
Final Exam Week: April 19 - 25, 2018.

Session	Begin Date 7:30 a.m.	End Date 10 p.m.	Last day to drop classes for 100% Refund	Last Day Registration Without Permission	Last Day of Late Registration with Permission	Fin Aid Census Date 11:59 p.m.*	First Day of "W"	Last Day of "W"	Final Exams Begin	Final Exams End	Title IV Return**	Grades Roll 10:00 a.m.
1 - Full Term 16 weeks	Jan. 3	April 17	Jan. 17	Jan. 9	Jan. 17	Jan. 17	Jan. 18	March 14	April 19	April 25	March 14	April 30

COURSE TEXT

The textbook is Roger A. Kerin, and Steven W. Hartley: Marketing, 13th Edition, McGraw-Hill Irwin (2017). Available in hard cover and soft cover versions.

CATALOG COURSE DESCRIPTION

Analysis of the principles of marketing, marketing concepts and trends, and their relationship to other business principles. Special emphasis is placed on the study of the marketing mix.

COURSE OBJECTIVES

The objective of this course is to introduce students to the exciting but complex world of marketing, one of the most critical managerial decision-making areas within all kinds of organizations: for-profit and not-

for-profit; local, national and international; entrepreneurial, small, medium and large enterprises; consumer oriented, business to business, wholesale and retail trades and those servicing the government. Closely mirroring the text, the course will begin with initiating the marketing process, understanding buyers and markets, targeting and satisfying marketing opportunities, and finally concluding with a brief strategic view of managing the marketing process. Through this immersion, students will understand the ubiquity and pervasiveness of the marketing function, learn how to relate to customer and consumer needs and wants; research, match, segment, and target potential customers and consumers, and develop appropriate positioning, communicating, and marketing mix strategies.

COURSE PREREQUISITES

Prerequisite(s): (ECN 150 or **ECN 1500**) or (ECN 201 or **ECN 2010**) or (ECN 210 or **ECN 2100**) and (WRT 160 or **WRT 1060**) and [(QMM 240 or **QMM 2400**) or (STA 225 or **STA 2220**) or (STA 226 or **STA 2226**)] with a minimum 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 this class.

COURSE REQUIREMENTS:

Your final course grade will be computed based on your performance on **quizzes**, your grasp and application skills of the course content as demonstrated through your participation in **chapter based forums**, your contribution in the thorough **analysis of selected cases** and your participation in a **group oriented project** to apply the force of marketing concepts on an issue of vital social or environmental importance and create a marketing plan for aiding in its solution.

Quizzes will be administered after every 3 chapters (see weekly schedule below for when the quiz will end). There will be seven quizzes in all with the last two (quizzes 6 and 7 comprising 6 chapters) administered during the final examination week. The **best five** will be used to calculate your quiz grade which will comprise 40% of your final grade. *Please note that the points earned for each quiz will be the average of the points earned for each of the three chapters in that quiz.*

Associated with each **chapter** will be a **discussion forum**. The instructor will prompt discussion by asking you to respond to a few questions (usually two) that highlight your learning the concepts presented in the chapter and your ability to apply those concepts to real life marketing situations. Your ability to present *your unique* ideas and to comment on the ideas presented by others in the class will be evaluated. You need to participate **in a minimum of three such chapter discussions/exercises**. Please do not participate in more than seven chapter discussions/exercises. You should have participated in at least one discussion before February 15th; one during the period in between February 16th and March 15th; and one between March 16th and April 24th. If you participate in more than three chapter discussions, your **best three** forums will be used for grading purposes. This activity contributes 15% toward your final course grade.

Associated with each **chapter** will be a **case assignment**. The instructor will prompt discussion by asking you to respond to a few questions that highlight your ability to apply the concepts presented in the chapter to the case analysis. Your ability to comprehend the case issue(s) in the context of the concepts presented in the chapter and to provide meaningful solutions to the problem at hand will be evaluated. You need to participate **in a minimum of three such case assignments**. Please do not participate in more than seven case assignments. You should have participated in at least one assignment before February 15th; one during the period in between February 16th and March 15th; and one between March 16th and April 24th.

If you participate in more than three case assignments, your **best three** analyses will be used for grading purposes. This activity contributes 15% toward your final course grade.

Being a member of a team and working efficiently in that context is critical in modern organizations. You will demonstrate this ability by working in a **group to apply the force of marketing concepts in developing a new product or service with social and/or environmental value (and its marketing plan) for the Generation Z cohort (broadly defined as those born in 1990 and beyond)**. Your group will be provided a private work area within Moodle to brainstorm on this term project. You will be randomly assigned to a team before **the second week** of class. The project will be due during the final exam week. A group grade will be assigned, and peer evaluations will be used to modify the grade for individuals based on their contribution. That is, the peer evaluations will be factored in while assigning individual grades on group projects. So, contribute your fair share in the group project. More and specific details of the project will be provided at a later date. This group project contributes 20% toward your final course grade.

The final 10% of your grade is reserved for miscellaneous activities that your instructor might ask you to participate in during the term.

The University's academic policy states that: "All members of the academic community at Oakland University are expected to practice and uphold standards of academic integrity and honesty." You can find more in the Student Handbook at: <http://www4.oakland.edu/?id=1610&sid=75> Student behavior should conform to SBA student behavior expectations (telling the truth, not cheating, being responsible, turning assignments on time, being a good group member, not mistreating or demeaning others, respecting instructor credentials, making factual, reasoned arguments instead of reacting emotionally, not carrying-on side conversations during class, treating people fairly, being open-minded, considering other peoples' points-of-view, learning from life experiences, knowing and following rules and adhering to course policies.)

COURSE FORMAT:

The course is a completely online course. Course content will be introduced through PowerPoint slides (provided as supplementary material by the textbook publishers).

COURSE GRADING:

Quizzes (7 in all; each comprising 3 chapters and the points earned in the quiz shall be the average of the points earned on each chapter of the quiz; quizzes 6&7 on final exam week; Best 5 will be used)	40%
Participation in Chapter Discussion Forums (Best 3)	15%
Participation in Case Assignments (Best 3)	15%
Group Project: <i>Applying marketing concepts to a social/environmental issue and then creating a marketing plan for it aiding in its solution</i>	20%
Other Activities (will be specified later)	10%
	100%

CLASS SCHEDULE

<i>Week</i>	<i>Week Beginning</i>	<i>Text Reading</i>	<i>Chapter Title</i>	<i>Additional Remarks</i>
1	Jan 9 Tuesday (Classes Begin)	Part 1: Chapter 1,2,3	Course Introduction Initiating the Marketing Process: <i>Creating Customer Relationships and Value through Marketing</i>	
2	Jan 16 Tuesday	Part I continued Chapters 1,2, 3	Initiating the Marketing Process: <i>Developing Successful Marketing and Organizational Strategies</i> <i>Scanning the Marketing Environment</i>	Quiz #1 (Chapters 1,2,3 ends Jan 18 11:55 pm; quiz available from Jan 12 noon) Jan 18 First Day 0% refund
3	Jan 23 Tuesday	Part 2 Chapters 5, 6	Understanding Buyers and Markets: <i>Understanding Consumer Behavior</i> <i>Understanding Organizations as Customers</i>	
4	Jan 30 Tuesday	Part 2 continued Chapter 7	Understanding Buyers and Markets: continued <i>Understanding and Reaching Global Consumers and Markets</i>	
5	Feb 6 Tuesday	Part 3 Chapter 8	Targeting Marketing Opportunities: <i>Marketing Research: From Customer Insights to Actions</i>	Quiz #2 (Chapters 5,6,7 ends Feb 8 11:55 pm)
6	Feb 13 Tuesday	Part 3 continued Chapter 9	Targeting Marketing Opportunities: <i>Market Segmentation, Targeting, Positioning and Repositioning</i>	WINTER RECESS Feb 17 to Feb 26
7	Feb 27 Tuesday	Part 4 Chapter 10, 11	Satisfying Marketing Opportunities: <i>Developing New Products and Services</i> <i>Managing Successful Products Services and Brands</i>	Quiz #3 (Chapters 8, 9,10 ends Mar 1 11:55 pm)

CLASS SCHEDULE CONTINUED				
8	Mar 6 Tuesday	Part 4 continued Chapter 12	Satisfying Marketing Opportunities: continued <i>Services Marketing</i>	
9	Mar 13 Tuesday	Part 4 continued Chapter 13, 14	Satisfying Marketing Opportunities: continued <i>Building the Price Foundation</i> <i>Arriving at the Final Price</i>	
10	Mar 20 Tuesday	Part 4 continued Chapter 15	Satisfying Marketing Opportunities: continued <i>Managing Marketing Channels and Supply Chain</i>	Quiz #4 (Chapters 11, 12,13 ends Mar 22 11:55 pm) Last Day Official Withdrawal Mar 14
11	Mar 27 Tuesday	Part 4 continued Chapter 16	Satisfying Marketing Opportunities: continued <i>Retailing and Wholesaling</i>	
12	Apr 3 Tuesday	Part 4 continued Chapter 17, 19	Satisfying Marketing Opportunities: continued <i>Integrated Marketing Communications and Direct Marketing</i> <i>Using Social Media and Mobile Marketing to connect with consumers</i>	Quiz #5 (Chapters 14, 15,16 ends Apr 5 11:55 pm)
13	Apr 10 Tuesday	Part 4 continued Chapter 18, 21	Satisfying Marketing Opportunities: continued <i>Advertising, Sales Promotion, and Public Relations</i> <i>Implementing Interactive and Multichannel Marketing</i>	
14	Apr 17 Tuesday	Part 4 continued Chapter 20 Part 5 Chapter 22	Satisfying Marketing Opportunities: continued <i>Personal Selling and Sales Management</i> Managing the Marketing Process: <i>Pulling it all together: The Strategic Marketing Process</i>	Last Day of Classes Apr 17, 10 pm
15	Apr 24 Tuesday			Quizzes #6 & 7 (Chapters 17, 18,19, 20, 21 & 22) ends Apr 24 11:55 pm)

FIRST ISSUED: JANUARY 4, 2018