

Spring 09

**SEMESTER/YEAR:** SPRING 2009  
**COURSE MEETING:** Saturday 12:30-3:20PM  
**DATES:** 1/17 1/24 2/7 2/21 3/7 3/21 4/4 4/18  
**LOCATION:** SOUTHWEST CENTER  
**CREDITS:** 3

**MKT 360 1S Principles of Marketing**

**Instructor:** Pam Hager  
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**TEXT:** William D. Perreault Jr. E. Jerome McCarthy  
Basic Marketing 16/e Irwin  
ISBN: 0-07-298285-3

**PRE-REQUISITE:** none

**PRE-ASSIGNMENT:** Read Chapters 1 and 2 of the assigned text

*Course Syllabus  
Fall 2008*

**Course**

**Description:** A survey of the marketing concept and its application to those engaged in marketing consumer and industrial goods/services, including an overview of project planning, distribution (place), and promotion elements.

**Objectives:** 1) To understand and apply basic marketing terminology and concepts  
2) To understand how to prepare an effective marketing plan.

**Content**

<b>Outline:</b>	Segment 1	Market's Value to Consumers, Firms & Society
	Segment 2	Marketing Strategy Planning
	Segment 3	Focusing Marketing Strategy w/Segmentation & Positioning
	Segment 4	Evaluating Opportunities in the Changing Market Environment
	Segment 5	Demographic Dimensions of Global Consumer Markets
	Segment 6	Final Consumers and Their Buying Behavior
	Segment 8	Improving Decisions with Marketing Information
	Segment 9	Elements of Product Planning for Goods & Services
	Segment 10	Product Management & New-Product Development
	Segment 11	Place and Development of Channel Systems
	Segment 14	Promotion – Introduction to Integrated Marketing Communications
	Segment 16	Advertising and Sales Promotion
	Segment 17	Pricing Objectives and Policies
	Segment 21	Developing Innovative Marketing Plans

**Instructional**

**Notes:** The course methodology includes a combination of lecture (minimal), discussion (maximal) and oral/written assignments. Concepts covered during the course will be applied to current events through review/discussion of articles appearing in selected business publications.

**Attendance:** Due to the accelerated nature of Weekend College, attendance is critical. Successful completion of this course depends upon regular attendance and participation – **10 points per week**. Excessive absences (**more than one**), even if necessary, may deprive the student of a grade that reflects his/her capabilities, and may even result in failure of the course. **You can make up one missed exam – the following week at noon.**

**Quizzes/Examinations:** Total of **three closed-book quizzes**, and a total of **four closed-book exams** will be conducted – consisting of true/false, multiple choice and short essay formatted questions. Examinations will have several questions based on Article overviews and Case Study discussions in class.

**Bonus Assignment:** Reading any two chapters of a current marketing-related book. Summarize the two chapters as well as the gist of the entire book. Be sure to explain to tie to marketing. You will earn **10 bonus points** towards your final grade. *This is considered an opportunity to make up for as less than stellar exam or otherwise grade.*

**Case Studies:** **Two written cases** for review, development and submission. These reports consist of **two ‘typed’** pages detailing: core problem and relevant [per cited text concepts] recommendations for solution. The case studies can be found in the back of your textbook. **These are due on Weeks #3 and #6.** Each is to be a 3-minute oral presentation. **50 points each**

**Article Summaries:** Find a current reference, application or article about **marketing** – virtually any aspect will be accepted. Each is due for classes 2-7 (**6 total**). Prepare a 1-page typed summary of the subject, and lessons learned. A quick oral overview is to be given each week. **10 points each**

**Marketing Plan:** The new edition of the text includes a CD with a sample marketing plan. You may want to review it. Marketing Plan assignments:

- **You are to submit a rough generic outline of what might go into a Marketing Plan on the 5<sup>th</sup> class – 15 points.** You can research this in the web or library or your text. Make this **one-page**. We will discuss these marketing plan examples to help you finalize your plan’s outline that week.
- **Your Marketing Plan Executive Overview (high-level areas of the plan) is due at the 7<sup>th</sup> class – 50 points.** We will discuss each plan idea and offer suggestions.
- Your marketing plan is to be presented in oral executive summary format, the idea is to sell the audience that you have the right Product, Price, Promotion, and Placement. **Your presentation will be during the 8<sup>th</sup> and final class of the semester. 80 points**
- Marketing Plan is to be **8-10 typed pages** detailing the situational analysis, the identification of the target market(s), a review of appropriate marketing mixes for same, and a recap of relevant control/feedback mechanisms to track status/success of your plan. **You are required to present this to the class (including answering questions) 10 minutes total. 215 points**

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**Schedule:** *This schedule is subject to change due to instructional demands and/or time constraints.* It is strongly recommended that you review the material specified for the next meeting prior to the meeting.

<b>Week 1</b>	1/17	Introduction/Syllabus Chapter 3 <b>Quiz #1</b> on Chapters 1 & 2 (pre-reading)	33 points
<b>Week 2</b>	1/24	Chapter 4 <b>Quiz #2</b> on Chapter 3 <b>Article on marketing due</b>	33 points 10 points
<b>Week 3</b>	2/7	Chapters 5 & 6 <b>Quiz #3</b> on Chapter 4 <b>Case Study due</b> <b>Article on marketing due</b>	34 points 50 points 10 points
<b>Week 4</b>	2/21	<b>Exam 1</b> – Chapters 5 & 6 Chapters 8 & 9 <b>Article on marketing due</b>	100 points 10 points
<b>Week 5</b>	3/7	<b>Exam 2</b> – Chapters 8 & 9 Chapters 10 & 11 <b>Article on marketing due</b> <b><u>Generic Marketing Plan Outline</u> – one page!</b>	100 points 10 points 15 points
<b>Week 6</b>	3/21	<b>Exam 3</b> – Chapters 10 & 11 Chapters 14 & 16 & 17 <b>Article on to marketing due</b> <b>Case Study due</b>	100 points 10 points 50 points
<b>Week 7</b>	4/4	<b>Exam 4</b> – Chapters 14 & 16 & 17 Marketing Bonus Book Reports (last chance) <b><u>Your</u> Marketing Plan Executive - one page due</b> <b>Article on marketing due</b>	100 points 50 points
<b>Week 8</b>	4/18	Oral presentation: Executive Overviews of Marketing Plans	210 points 80 points

**GRADING:**

Attendance/participation	=	80 points	7%
Three quizzes	=	100 points	9%
Exams	=	400 points	36%
Article Summaries	=	60 points total	6%
Case Studies	=	100 points total	9%
Marketing Plan	=	<u>355 points</u> ( 15 points for generic plan outline + 50 points for Executive overview, +210 points for the Plan + 80 points for presentation)	<u>33%</u>
<b>Total</b>		<b>1095 points</b>	<b>100%</b>

**GRADING SCALE:**

92-100% = A	75-77 % = C+
88- 91 % = A-	69-74 % = C
86- 87 % = B+	65-68 % = C-
81- 85 % = B	58-64 % = D
78- 80 % = B-	Below 58 % = F

**Academic Accommodations**

**Maryville University provides accommodations and supports for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the course instructor and/or the Director of the Academic Success Center located in the University Library (314-529-6850).**