

**TROY UNIVERSITY PHENIX CITY**

**MKT 3361**

**PRINCIPLES OF MARKETING**

**SUMMER SEMESTER 2008**

**DISTANCE LEARNING**

**DR. CHERIE FRETWELL**

**MKT 3361  
PRINCIPLES OF MARKETING  
DISTANCE LEARNING**

**INSTRUCTOR**

Dr. Cherie Fretwell  
Professor and Chair, Department of Business  
Troy University, Phenix City Campus  
Ph: 334-448-5133  
Fax: 334-448-5204  
Email: [cfret@troy.edu](mailto:cfret@troy.edu)

**OFFICE HOURS**

Monday, Tuesday, and Thursday: 2:00 pm – 6:00 pm

**DEPARTMENT OF BUSINESS HOURS**

Monday through Thursday: 8:00 am – 6:00 pm  
Closed on Friday

**DEPARTMENT OF BUSINESS SECRETARY**

Ms. Karen Davis - Ph: 334-448-5126

**MAILING ADDRESS FOR ASSIGNMENTS**

Dr. Cherie Fretwell  
Troy University Phenix City  
215 Adams Building  
One University Place  
Phenix City, AL 36869  
Email: [cfret@troy.edu](mailto:cfret@troy.edu)

**DISTANCE LEARNING OFFICE**

Monday through Thursday: 8:00 am – 6:00 pm  
Closed on Friday

Ms. Andrea Harris - Ph: 334-448-5152  
Mr. Jack Miller - Ph: 334-448-5129

**Troy University, Phenix City Campus**  
**Distance Learning**

**MKT 3361 – Live Class on DVD**

Live Class on DVD (LCOT) courses are taped for viewing at a later time and are intended as a substitute for much of the required class attendance of a traditional class. The workload is comparable to traditional classes and is just as challenging. This Distance Learning Format offers an element of convenience but also additional responsibilities. Please refer to the syllabus for comprehensive information about this course.

*Note: This class will not appear on your Blackboard listing.*

**Responsibilities** for LCOT students are as follows:

1. Distance Learning students are expected to complete their assignments on time just as traditional students. Problems in completing assignments should be submitted in writing by email to Dr. Fretwell before the due date of the assignment. ([cfret@troy.edu](mailto:cfret@troy.edu))
2. DVDs for MKT 3361 are to be mailed the Wednesday following each Tuesday night class. If you have not received these tapes by Monday after the mailing date, please call the Distance Learning Office at 334-448-5152 and leave a message. This call must be logged no later than Tuesday at noon following the mailing date.
3. Check all DVDs immediately for audio and video. Any damaged discs must be reported to the Distance Learning Office and logged promptly.
4. A proctored **midterm exam** will be given as follows:  
  
*Friday, June 27th @ 6 pm, Adams 218 or*  
*Saturday, June 28th @ noon in Adams 218*
5. A proctored **final exam** will be given as follows:  
  
*Tuesday, July 15th @ 6 pm in Adams 205 with the regular class or*  
*Thursday, July 17th @ 6pm in Adams 218*
6. Please plan to take the exams on the dates listed if at all possible. If you cannot attend any of the test dates listed above, please call or email Dr. Fretwell to schedule a different test date.
7. As soon as you receive and view your first DVD, email Dr. Fretwell immediately to verify that you have received your tapes and materials. **You will be issued a “Y” in the first grade space on your web express grade screen.** This reflects your attendance for purposes of meeting guidelines for financial aid and other university requirements.
8. All DVDs must be turned in at the time of the final exam.

# **MKT 3361 PRINCIPLES OF MARKETING**

## **DISTANCE LEARNING**

### **DR. CHERIE FRETWELL**

Hello

Welcome to MKT 3361, Principles of Marketing. This class is being offered in both the traditional format and the Live Class on DVD format – it will not appear on Blackboard. For those who schedule the class in the DVD format, the following is a brief introduction.

My name is Cherie Fretwell, Professor and Chair of the Department of Business at the Phenix City of Troy University. Prior to university teaching, I spent 13 years working in business and industry, and 7 years teaching in secondary business education. I have been a full time faculty member with Troy University since 1986.

In addition to teaching Marketing, I teach undergraduate and graduate Business Communications, and Organizational Behavior, Leadership, and Seminar in Business for MBA students.

My academic preparation includes a Bachelor's and Master's degree from Auburn University, and a Ph.D. from the University of Southern Mississippi. My research interests and publications include mentoring, training, communications, servant leadership, active learning, and gender issues.

**MKT 3361 PRINCIPLES OF MARKETING (3 Sem. Hrs.)  
SUMMER SEMESTER 2008**

**REQUIRED TEXT: BASIC MARKETING, Perreault and McCarthy (16<sup>th</sup> Ed.)**

**INSTRUCTOR:** Dr. Cherie Fretwell  
Phone: 334-448-5133

Office Hrs.: M, T, Th: 2 – 6PM  
email: [cfret@troy.edu](mailto:cfret@troy.edu)

**COURSE DESCRIPTION:**

A managerial focus on the external environments and decision elements of marketing (promotion, price, product, distribution) faced by marketing management at the corporate and entrepreneurial levels of business.

**OBJECTIVES:**

On completion of the course, the student should be able to:

1. List and describe the components of marketing
2. Explain the role of marketing in society and its functions within individual businesses
3. Discuss the components of marketing, its role, and its functions in terms of macro-and microeconomics
4. Describe the marketing process, considering the different perspectives of the firm, competitors, and society in marketing decision-making processes

**PURPOSE:**

To provide a broad foundation of marketing principles. Marketing majors can use this foundation when studying in advanced marketing courses. Non-marketing majors will need knowledge of these principles to coordinate properly other areas of business with the marketing function. Core requirement for all undergraduate business programs.

***ASSIGNMENT DUE DATES FOR LCOT STUDENTS DIFFER SLIGHTLY FROM IN-CLASS STUDENT SCHEDULE (See Assignment Section of Syllabus)***

**SCHEDULE OF CLASS MEETINGS AND ACTIVITIES:**

- May 27, 2008:      SESSION I  
INTRODUCTION AND OVERVIEW  
Ch. 1: Marketing's value to consumers, firms and society  
Ch. 2: Marketing strategy planning
- June 3, 2008:      SESSION II  
Ch. 3: Focusing marketing strategy with segmentation and positioning  
Ch. 4: Evaluating opportunities in the changing marketing environment  
\*Homework Assignment #1 Due
- June 10, 2008:     SESSION III  
Ch. 5: Demographic dimensions of global consumer markets  
Ch. 6: Final consumers and their buying behavior  
\*Homework Assignment #2 Due
- June 17, 2008:     SESSION IV  
MID-TERM EXAM

June 24, 2008: SESSION V  
Ch. 8: Improving decisions with marketing information  
Ch. 9: Elements of product planning for goods and services  
Ch.10: Product management and new product development  
\*Homework Assignment #3 Due

July 1, 2008: SESSION VI  
Ch.11: Place and channel systems  
Ch.16: Advertising and Sales Promotion  
Ch.18: Price setting in the business world

July 8, 2007: SESSION VII  
\*Homework Assignment #4 Due (Product/Price Comparison Project)  
SHARE PROJECTS

July 15, 2007: SESSION VIII  
FINAL EXAM

**GRADING SCALE:**

A:	90 – 100
B:	80 – 89
C:	70 – 79
D:	60 – 69
F:	Below 60

**GRADING INCLUDES:**

MID TERM	40%
FINAL EXAM	40%
PRODUCT COMPARISON PROJECT	10%
ASSIGNMENTS	10%

### **COMPUTER LABS**

Computer labs are available for student use in both the Adams Building and Higginbotham Hall according to posted lab hours. Students may also access the Library Services from their computers at home.

**AMERICANS WITH DISABILITIES ACT and ADDITIONAL SERVICES:** Any student whose disabilities fall within the ADA must contact Dr. Keith Frakes, the Phenix City Campus Coordinator of Disability Services, at 334-448-5136.

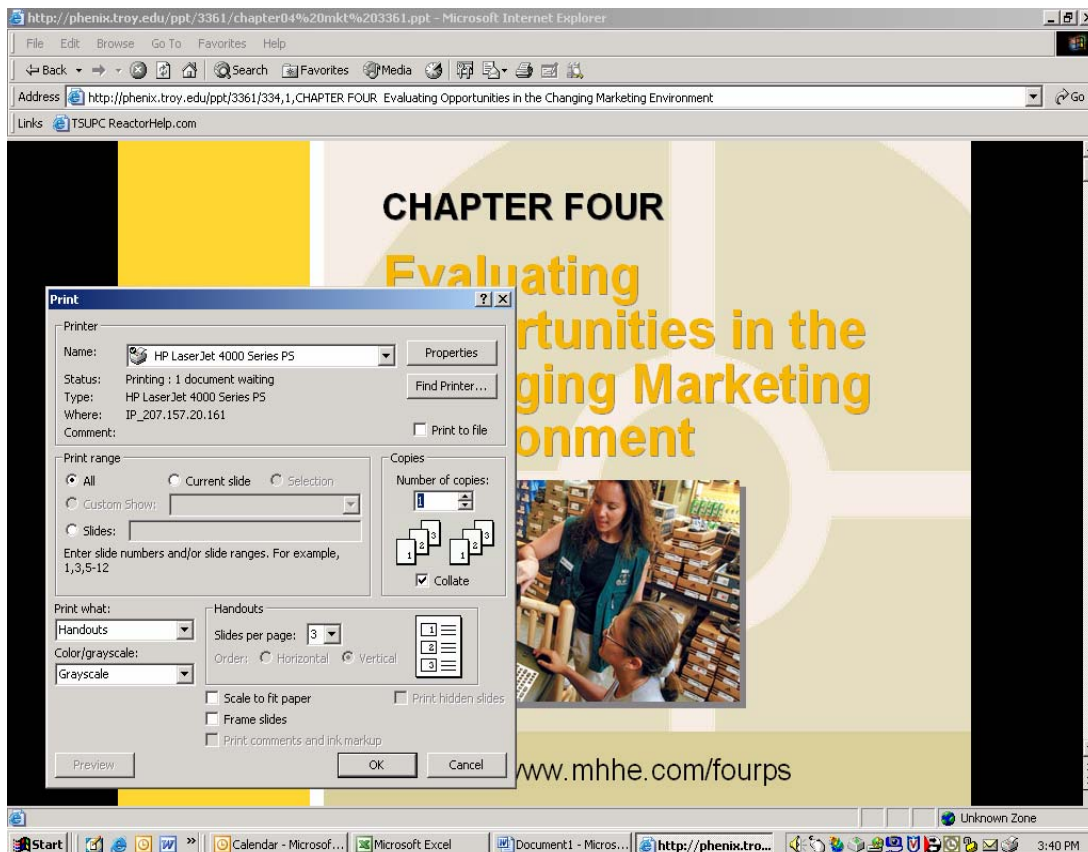
### **STANDARDS OF CONDUCT:**

The commission of, or the attempt to, commit any cheating and/or plagiarism are in violation of the Troy University Standard of Conduct, and may be disciplined up to and including suspension and expulsion. Refer to the *Oracle* for more information.

# Marketing 3361 – PowerPoint Slides

Instructions to print chapter slides

- Go to: <http://phenix.troy.edu>
- Select “Academics” on left menu
- Select “Department of Business” at next screen
- Select professor’s name under Faculty Web Page heading
- To view - select chapter and right click once and select “open” and “open”
- To print - go to “file” and “print”
- Set to “Handouts” and slides per page “3” and select “OK”



**ASSIGNMENTS:**

**Assignment #1:** DUE FOR LCOT STUDENTS BY: Tuesday, June 10, 2008  
DUE FOR IN-CLASS STUDENTS ON: Tuesday, June 3, 2008

**SEARCH** through web sites for automobiles and select a combination of any two cars, trucks, or SUVs you would prefer to buy. **PRINT** out a one-page sample that shows something about the autos (picture, price & features, or whatever you feel is interesting). **ADD** your reasons for selecting these vehicles based on the information you find on the web site as well as any influence that advertising may have had on you.

**Assignment #2:** DUE FOR LCOT STUDENTS BY: Tuesday, June 17, 2008  
DUE FOR IN-CLASS STUDENTS ON: Tuesday, June 10, 2008

**LIST** five (5) of your favorite web sites. **PRINT** a sample page of two (2) of the sites. **DESCRIBE** why the sites are your favorites. Base your critique on style, content, color, interest, request for action, and how easy it is to follow through from link to link to get the information you want.

**VISIT** “Web Pages that Suck” ([www.webpagesthatsuck.com](http://www.webpagesthatsuck.com)) for an interesting and humorous look at the Web’s worst sites. **PRINT** one (1) sample page of a web site that you have previously visited (not these!) and **DESCRIBE** why you thought it was poor.

**Assignment #3:** DUE FOR LCOT STUDENTS BY: Date of Final Exam  
DUE FOR IN-CLASS STUDENTS ON: Tuesday, June 24, 2008

**SELECT** a product package to examine. Look at the use of color, graphics, functionality, and durability, along with the attractiveness of the package. **DESCRIBE** how you think the package contributes to promoting and protecting the product. **BRING** the package (empty!) to class.

**LIST** five (5) packages that you consider attractive, useful, or clever. **LIST** five (5) packages that you have found to be poorly designed, of poor quality, or are not durable. **DESCRIBE** the aspects of each package that are positive or negative.



**Assignment #4:** DUE FOR LCOT STUDENTS BY: Date of Final Exam  
DUE FOR IN-CLASS STUDENTS ON: Tuesday, July 8, 2008

A good knowledge of marketing should enable you to make better purchase decisions regarding brand name products, pricing of similar products, quality of competing products, and your preference of particular brands of products and merchandise. Think of a product purchase that you are considering that would involve shopping around for brands and prices.

Prepare a brief **WRITTEN DESCRIPTION** of your research efforts and comparisons of either brand names, comparison prices, or compare the prices on identical products at different stores (i.e., Walmart vs. KMart). Examples: Compare the membership fees for several fitness centers; compare prices on several brands of computers; compare prices on name brand products versus store brands; compare an identical shopping list at three different grocery stores; compare the ingredients on brand name products (such as detergents, mouthwash).

You may also do a **TASTE TEST** with the class on products such as popcorn, potato chips, peanuts, or cookies, using name brand versus store brand products or regular food products versus sugar-free, low-calorie, or nonfat versions of the same products. Students may do taste tests with groups outside of class, and prepare a written summary of the test conducted and the results.

**PREPARE** at least one page with bullet points, graphics, charts, etc. (or PowerPoint) to use for illustration of your project to share with the class (use 20-pt. Font minimum). Hard copy can be placed on the copy camera – transparencies are not necessary. You may also want to bring labels, products, or any other materials that would be meaningful to share your project with the class.

**MKT 3361 PRINCIPLES OF MARKETING (3 Sem. Hrs.)**  
**DR. CHERIE FRETWELL**  
**REQUIRED TEXT: BASIC MARKETING, Perreault and McCarthy (16<sup>th</sup> Ed.)**

**COURSE OUTLINE:**

**Marketing's Value to Consumers, Firms, and Society (Ch. 1)**

1. Marketing—what's it all about?
2. Marketing is important to you.
3. How should we define marketing?
4. Macro-Marketing.
5. The role of marketing in economic systems.
6. Marketing's role has changed a lot over the years.
7. What does the marketing concept mean?
8. Adoption of the marketing concept has not been easy or universal.
9. The marketing concept and consumer value.
10. The marketing concept applies in nonprofit organizations.
11. The marketing concept, social responsibility, and marketing ethics.

**Marketing Strategy Planning (Ch. 2)**

1. The management job in marketing.
2. What is Marketing Strategy Planning?
3. Selecting a market-oriented strategy is target marketing.
4. Developing marketing mixes for target markets.
5. The marketing plan is a guide to implementation and control.
6. The importance of marketing strategy planning.
7. Creative strategy planning needed for survival.
8. What are attractive opportunities?
9. Marketing strategy planning process highlights opportunities.
10. Types of opportunities to pursue.
11. International opportunities should be considered.

**Focusing Marketing Strategy with Segmentation and Positioning (Ch. 3)**

1. Search for opportunities can begin by understanding markets.
2. Naming product-markets and generic markets.
3. Market segmentation defines possible target markets.
4. What dimensions are used to segment markets?
5. A best practice approach to segmenting product-markets.
6. More sophisticated techniques may help in segmenting.
7. Differentiation and positioning take the customer point of view.

## **Evaluating Opportunities in Changing Market Environments (Ch. 4)**

1. The marketing environment.
2. Objectives should set firm's course.
3. Company resources may limit search for opportunities.
4. Analyzing competitors and the competitive environment.
5. The economic environment.
6. The technological environment.
7. The political environment.
8. The cultural and social environment.
9. Using screening criteria to narrow down to strategies.
10. Planning Grids help evaluate a portfolio of opportunities.
11. Multiproduct firms have a difficult strategy planning job.
12. Evaluating opportunities in international markets.

## **Demographic Dimensions of Global Consumer Markets (Ch. 5)**

1. Target marketers focus on the customer.
2. People with money make markets.
3. Population trends in the U.S. consumer market.
4. Income dimensions of the U.S. market.
5. Spending varies with income and other demographic dimensions
6. Ethnic dimensions of the U.S. market.

## **Final Consumers and their Buying Behavior (Ch. 6)**

1. Consumer Behavior—why do they buy what they buy?
2. The behavioral sciences help you understand the buying process.
3. Psychological influences within an individual.
4. Social influences affect consumer behavior.
5. Individuals are affected by the purchase situation.
6. Consumer use problem-solving processes.
7. Several processes are related and relevant to strategy planning.
8. Consumer behavior in international markets.

## **Improving Decisions with Marketing Information (Ch. 8)**

1. Radical changes are underway in marketing information.
2. What is marketing research?
3. The scientific method and marketing research.
4. Five-step approach to marketing research.
5. Defining the problem—Step 1.
6. Analyzing the situation—Step 2.
7. Getting problem-specific data—Step 3.
8. Interpreting the data—Step 4.
9. Solving the problem—Step 5.
10. International marketing research.
11. How much information do you need?

## **Elements of Product Planning for Goods and Services (Ch. 9)**

1. The product area involves many strategy decisions.
2. What is a product?
3. Differences in goods and services.
4. Whole product lines must be developed too.
5. Product classes help plan marketing strategies.
6. Consumer product classes.
7. Business products are different.
8. Business product classes—how they are defined.
9. Branding needs a strategy decision too.
10. Conditions favorable to branding.
11. Achieving brand familiarity is not easy.
12. Protecting brand names and trademarks.
13. What kind of brand to use?
14. Who should do the branding?
15. The strategic importance of packaging.
16. What is socially responsible packaging?
17. Warranty policies are a part of strategy planning.

## **Product Management and New Product Development (Ch. 10)**

1. Managing products over their life cycles.
2. Product life cycles should be related to specific markets.
3. Product life cycles vary in length.
4. Planning for different stages of the product life cycle.
5. New-product planning
6. An organized new-product development process is critical.
7. New-product development: A total company effort.
8. Need for product managers.

## **Place and Development of Channel Systems (Ch. 11)**

1. Place decisions are an important part of marketing strategy.
2. Place decisions are guided by “Ideal” place objectives.
3. Channel system may be direct or indirect.
4. Channel specialist may reduce discrepancies and separations
5. Channel relationship must be managed.
6. Vertical marketing systems focus on final customers.
7. The best channel system should achieve ideal market exposure.
8. Channel systems can be complex.

## **Pricing Objectives and Policies (Ch. 17)**

1. Price has many strategy dimensions.
2. Objectives should guide strategy planning for price.
3. Profit-oriented objectives.
4. Sales-oriented objectives.
5. Status Quo pricing objectives.
6. Most firms set specific pricing policies—to reach objectives.
7. Price flexibility policies.
8. Price-level policies—over the product life cycle.
9. Most price structures are built around list prices.
10. Discount prices—reductions from list prices.
11. Allowance policies—off list prices.
12. Some customers get something extra.
13. List price may depend on geographic pricing policies.
14. Pricing policies combine to impact customer value.
15. Legality of pricing policies.

## **Price Setting in the Business World (Ch. 18)**

1. Price setting is a key strategy decision.
2. Some firms just use markups.
3. Average-cost pricing is common and can be dangerous.
4. Marketing managers must consider various kinds of costs.
5. Some firms add a target return to cost.
6. Break-even analysis can evaluate possible prices.
7. Marginal analysis considers both cost and demand.
8. Demand-oriented approaches for setting prices.
9. Pricing a full line.
10. Bid pricing and negotiated pricing depend heavily on costs.

## **Advertising and Sales Promotion (Ch. 16)**

1. Advertising, sales promotion, and marketing strategy decisions.
2. Advertising objectives are a strategy decision.
3. Objectives determine the kinds of advertising needed.
4. Coordinating advertising efforts with cooperative relationships.
5. Choosing the “Best” medium—how to deliver the message.
6. Advertising on the Internet: New opportunities and new challenges.
7. Planning the “Best” message—what to communicate.
8. Advertising agencies often do the work.
9. Measuring advertising effectiveness is not easy.
10. How to avoid unfair advertising.
11. Sales promotion—do something different to stimulate change.
12. Problems in managing sales promotion.
13. Different types of sales promotion for different targets.