

| | |
|---------------------------------------|---|
| Course | MRKT 5000 - Marketing |
| Term | Fall 1 2011 Irvine Metro |
| Instructor | Name: John Bonosoro Phone: (760) 519-3000 (Mobile) Email: jbonosoro@gmail.com Office Hours By Appointment |
| Catalog Description | Students examine the character and importance of the marketing process, its essential functions, and the institutions exercising these functions. Course content focuses on the major policies that underlie the activities of marketing institutions and the social, economic, and political implications of such policies. This course will address marketing in an international context, addressing both the similarities and the differences between national and international markets |
| Prerequisites | None required for this course |
| Course Level Learning Outcomes | Upon Completion of this course the student should: <ol style="list-style-type: none"> 1. Be able to properly identify and select markets for which specific products will be targeted. 2. Explain the basic functional aspects necessary to formulate an integrated Marketing Plan. This includes Consumer Buying Behavior, Environment, Marketing Research, Product Management, Promotion, Channels of Distribution and Pricing. 3. Be able to perform marketing research that is targeted towards reading of topical articles related to Marketing and being able to reference their topics to that being discussed in the class. 4. Be able to develop a complete, conceptual Marketing Plan based on what is learned in this class. This objective deals with the practical application of the subject of Marketing and integrates the information presented in the entire class. This overview of a conceptual marketing plan will be used to build detailed Marketing Plans in future marketing core courses. |
| Materials | Text: Marketing Management: A Strategic Decision-Making Approach (7 th ed) Author: Mullins, Boyd, Walker, Larreche, Irwin Publisher: McGraw-Hill ISBN: 9780073381169 |
| Grading | Weekly Assignments 35 (distributed as noted below) Term Paper 40 Final Examination 25 Grading Scale: A = 93-100, A- = 92-90, B+ = 87-89, B = 84-86, B- = 80-83, C = 70-79, F = 69 and below. |
| Weekly Schedule | Note: Unless otherwise noted below, written assignments and exams are to be typewritten with your name and the assignment title on the cover or first page. Term Paper details are included at the end of this syllabus. Weekly assignments are due at the beginning of class for the week under which they are listed. This includes the assignments due the first week. A grade penalty will be assessed on late submissions. |

WEEK 1:

Reading: Text Chapters 1 and 2.

Lecture/Discussion: “Strategic Marketing: More Than Just Having a Shopping List When You Go to Albertson’s”: We will discuss the *meaning* (not just the definition) of marketing and marketing management, and their place in the modern organization. Case study requirements will be discussed and guidance provided on case selection.

Assignment 1: Each student will complete a case study on a marketing topic that will be used to augment the lecture and discussion during Weeks 3 through 9. Assignment 1 is to identify your first, second, and third choice of topic to be used for that purpose. The topic chosen should have some relationship to your current or desired career and/or personal interest. Only one of the choices may be an issue involving the company you currently work for. *Note:* As we will not be meeting prior to the due date of the first assignment, please feel free to call the instructor if you require clarification, or if you would like to decide upon your topic and schedule your presentation. This is a pass/fail assignment with no point value, but is a required step in the Term Paper assignment which has a value of 30 points.

Assignment 2: Read the American Marketing Association’s Code of Ethics, shown in your textbook or on the association’s website. In a typewritten report of about two pages, provide your opinion concerning how well marketing professionals and the corporations that employ them are adhering to this code. Back up your opinion with examples of good or bad practices you are personally familiar with and/or have seen in the mass media. The code is also available through the Association’s website. This assignment has a value of 5 points.

WEEK 2:

Reading: Text Chapters 3, 4, 7

Lecture/Discussion: "How To Drive A Company Without Getting Lost": The differences among marketing, operations, and finance driven companies; the advantages and disadvantages of each; the role of marketing in each, and how the choice dramatically effects market opportunity analysis.

Assignment 3: Write a two page report discussing which of the following terms *best describes* the company that you currently work for: Marketing Driven or Operations Driven. This is a graded assignment with a value of 5 points.

WEEK 3:

Reading: Text Chapters 5, 6.

Lecture/Discussion: “I Thought Black Boxes Were those Things On Airliners!” An examination of the mind of the consumer; discussion on the limits of our understanding of it’s workings, and insights into how marketers can predictably affect the consumers mind without having a full understanding of why and how the methods work.

Assignment 4: Select a specific, not a generic, (i.e. not “gasoline”, but a particular brand of gasoline) product or service which you believe comes the closest to "selling itself", and in a one to

two page paper, defend the position that little or no marketing is required for this product or service. This is a graded assignment with a value of 5 points.

WEEK 4:

Reading: Text Chapters 8, 9

Lecture/Discussions: 1. "Why 'Breathing With A Credit Card' Is An Insufficient Target Market Description." The importance and methods of targeting and positioning. 2. The financial basics of marketing.

Assignment 5: List (in outline form) the demographic information about you that would be of interest to a product or service marketer *and which is available to them*. This is a pass/fail assignment with a value of 5 points.

WEEK 5:

Reading: Text Chapters 10, 11, 12.

Lecture/Discussion: "Looking Under the Hood: The Nuts And Bolts Of Market Planning". The details of strategic fit, branding, development of existing and new products.

WEEK 6:

Reading: Text Chapters 13, 14.

Lecture/Discussion: "Vendors Behind Us! Distributors In Front Of Us! Is There Any Room Left For Us?" Finding your organization's most profitable place in the road between raw material and end user, and why that choice is more important to the rest of the business than it is to the Marketing Department.

Assignment 6. Choose a nationally recognized retailer that you believe does a good job for an identified specific vendor (supplier of merchandise), and explain in a two page paper why you believe they are effective for that vendor. This is a graded assignment with a value of 5 points.

WEEK 7:

Reading: Text Chapters 15,16.

Lecture/Discussion: "Hello! Can Anyone Out There Hear Me?" The mystical and costly art and science of winning friends and influencing people through mass and personal communication.

Assignment: 7. Select what is in your opinion the "best" *or* the "worst" advertisement appearing in any mass medium within the last thirty days. Prepare a one-page report explaining your reasoning, and have the ads available on paper, audiocassette, DVD, as appropriate. This is a graded assignment with a value of 5 points.

WEEK 8:

| | |
|--|--|
| | <p><i>Reading:</i> Text Chapters 17, 18.</p> <p><i>Lecture/Discussion:</i> "Are We World Class Yet?" Using marketing inside and outside your organization to gain and keep true competitive advantage.</p> <p><i>Note:</i> Final Examination (if necessary) will be handed out this week. The final has a value of 35 points.</p> <p>WEEK 9:</p> <p><i>Lecture/Discussion:</i> "Why Did We Ever Do That?" A discussion of the social and ethical responsibility of business, with emphasis on the role marketing plays as both a driver and a seller of the social and ethical decision making within a business. Special attention will be paid to how marketing ethics are tightly integrated with the ethics of the overall business organization.</p> <p><i>Assignment 8:</i> Clip, read, and be prepared to discuss, an article concerning the social or ethical responsibility of business from a current publication. This is a pass/fail assignment with a value of 5 points.</p> <p><i>Note:</i> The final examination (if given) is due at the beginning of class. The Term Paper is due at the end of the week.</p> |
| <p>Policy Statements: University Policies</p> | <p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>Academic Honesty The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Attendance Policy The University reserves the right to drop students who do not attend class the first week of the term/semester. Students are expected to attend all class sessions of every course. In the case of unavoidable absence, the student must contact the instructor directly. The instructor may give ample warning to the student and then recommend that the student withdraw from the course. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences. Generally, a student who misses more than one four-hour course period (per course) without a documented military or medical excuse and advanced permission from the instructor should withdraw from the class.</p> <p>Drops and Withdrawals Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services If you need accommodations for a disability, please let the instructor know at the beginning of the</p> |

| | |
|----------------------------|---|
| | <p>course so that they can be provided.</p> <p>Disturbances Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course</p> |
| Course Policies | <p>ATTENDANCE POLICY Because of the extent of material to be covered in this nine-week class, it is important that you come well prepared. Students are responsible for all information given during the class instruction. <u>Absences will adversely affect your grade. Students absent for two or more classes will not receive a passing grade nor receive credit for the course.</u></p> |
| Term Research Paper | <p>The Term Paper Assignment must meet APA format requirements in the area of page layout, double spacing, cover page, citations, and bibliography. An executive summary is not required. A minimum of five cited academic-grade reference sources is required. The best way to accomplish this requirement is through the use of the Webster Eden Library PASSPORTS system. You are encouraged to make use of the Webster On-Line Writing Center</p> <p>The Term Paper assignment will be submitted to the Turnitin System by midnight Friday of the final (Week 9) of the term.</p> <p>The Turnitin class ID for this term is 4117184, and the password is “albert”. Test the system and your access to it early in the term at www.turnitin.com.</p> <p>Turnitin is a learning tool for the student and will protect your original work. The term paper will be checked for originality against billions of published pages in addition to a database of previously submitted student work. It is up to the student to allow sufficient time for this process to be utilized, making revisions if necessary. Submissions are generally returned within 24 hours. Acceptable scores will be discussed in class and range up to 35%.</p> |