

Course Number: **MRKT 5000**
Course Title: **MARKETING**

Instructor: **Dr. Tonya D. Moore**
email: tonya.d.moore@us.army.mil
contact number: 843-437-1853

1. Catalog Course 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.

2. Incoming Competence of Student Expected by Instructor: It is strongly recommended that all incoming students have successfully completed BUSN 5000 and should be aware of current business and economic trends. To facilitate a general comprehension of these conditions, the student should read business periodicals such as Business Week, Money, Marketing Weekly, The Economist, or The Wall Street Journal.

3. Course Objectives: Upon successful completion of the course, the student will be able to do the following with 70 percent accuracy without the aid of text, teacher and or notes:

1. Define marketing and describe its growth in the U.S. economy.
2. Identify the elements of the marketing mix.
3. Explain the major environmental trends affecting marketing.
4. Describe the process of strategic marketing planning.
5. Describe how managers implement and control marketing efforts.
6. Identify the major steps involved in a marketing research project.
7. Identify and describe the factors which effect buying decisions.
8. Describe the steps in developing a new product and managing existing products.
9. Describe the role of pricing in the marketing mix.
10. Describe the role of the distribution functions in the marketing mix.
11. Identify the elements of the communications mix and how each is planned, implemented and evaluated.
12. Describe how the U.S. market is affected by international marketing activities.
13. Critically evaluate how companies can use integrated e-commerce marketing for competitive advantage

4. Schedule of required readings, class preparations, assignments, lectures, etc.
Chapter readings are consistent with the project.

WEEK 1 – Discuss chapters 1-2.

1. Marketing: The Art and Science of Satisfying Customers
2. Strategic Planning and the Marketing Process

WEEK 2 – Discuss chapters 3-4.

3. The Marketing Environment, Ethics, and Social Responsibility
4. E-Business in Contemporary Marketing

WEEK 3 - Discuss chapters 5-7.

5. Consumer Behavior
6. Business-to-Business (B2B) Marketing
7. Global Marketing

WEEK 4 – Discuss chapters 8-10.

8. Marketing Research and Sales Forecasting
9. Market Segmentation, Targeting, and Positioning
10. Relationship Marketing and Customer Relationship Management (CRM)

WEEK 5 – MIDTERM EXAMINATION

WEEK 6 – Discuss chapters 11-13.

11. Product and Service Strategies
12. Developing and Managing Brand and Product Categories
13. Marketing Channels and Supply Chain Management

WEEK 7 – Discuss chapters 14-16.

14. Retailers, Wholesalers, and Direct Marketers
15. Integrated Marketing Communications
16. Advertising and Public Relations

WEEK 8 – Discuss chapters 15-17

17. Personal Selling and Sales Promotion
18. Pricing Concepts
19. Pricing Strategies

WEEK 9 – FINAL EXAMINATION

5. Required Text:

Contemporary Marketing, Boone/Kurtz, South-Western Cengage Learning, 2009
Edition ISBN: 978-0-324-58021-1

Publications Manual of the American Psychological Association, APA 5th edition
ISBN: 1-55798-791-2

6. Visual Aids: PowerPoints

7. Course Requirements:

	% OF GRADE:
A. Project (Paper, Power Points, and Presentation)	40%
B. Tests (midterm & final)	30%
C. Assignments (Group and Individual)	<u>30%</u>
	100%

Grade measurements are as follow:

- A = 96-100
- A- = 90-95
- B+ = 87-89
- B = 84-86
- B- = 81-83
- C = 70-79
- F = below 70

8. Research Requirement:

**MARKETING TERM PROJECT
ASSIGNMENT: CREATE A PRODUCT AND
MARKETING PLAN**

For your term project for this course, you are to create a marketing plan for a product, a service, and/or a retail outlet. As a marketing manager for the company (one of your choice or a hypothetical one), you have been charged with the responsibility for developing the strategic marketing program for the next year.

Your assignment is to prepare a marketing program which displays your ability to understand and use the major areas of marketing we are studying throughout this course. In addition, you may use additional sheets for exhibits, layouts, etc. The following provides you with an outline of the key areas you should cover in the development of your Marketing Project.

Your assignment will be typed and written in APA format, a 10-page paper (content) with cover page and reference page (not included in the 10-pages). An appendix is not required (optional). Make your headers identical to the outline below. Do not have Clip Arts in Paper, only in PowerPoints and Do Not fill paper with graphs and etc. You may

use Tables for your SWOT analysis and Pricing Strategy for formatting purposes. Presentations should be a minimum of 7 minutes not including question and answer time. Follow the rubrics for a successful project. Rubrics will be given during Week 1.

PROGRAM:

I. SITUATION ANALYSIS

- A. Describe your product, service or retail operation. (Definition, Mission, Goals, SWOT)
- B. Briefly discuss the overall market or category: include a review of existing competitors.

II. ESTABLISH YOUR TARGET MARKETING STRATEGY

- A. Analyze and define your target market.
- B. Identify the key benefit(s) or selling theme you will emphasize in your marketing efforts.

III. DEVELOP A PRICING STRATEGY FOR YOUR PRODUCT

- A. Describe and provide rationale for your pricing strategy.

IV. DEVELOP YOUR DISTRIBUTION/LOCATION STRATEGY

- A. If you're marketing a product, you must describe the kind of outlets carrying it and the degree of distribution density you seek.
- B. You'll need to discuss location if your project is a retail outlet. If marketing a service, you'll need to discuss location or distribution site and coverage.

V. DEVELOP A PROMOTION MIX

- A. If personal selling is to be used, briefly discuss the extent of this effort.
- B. If public relations/publicity is appropriate, describe the program you plan to use.
- C. If trade and/or consumer sales promotion efforts and P.O.P. will be used, describe the specific types your program will include.
- D. If advertising is planned, describe both the creative approach and the media program you intend to use. (Examples of layout/copy, scripts, storyboards, are suggested.)

Your term project is due during **Week 8**. Points will be deducted for each day it is late. Your project must be typed. The objective of this project is to apply what you will be learning through the course in order to gain a better understanding of the marketing process and how to use elements of the marketing mix for any product or service.

Note:

- 1. It is expected that students will have project work in progression for evaluation by the instructor at instructor request. Such evaluation will help in providing the student with the assurance that he or she is successfully proceeding toward project completion.

9. A WORD OF GRADUATE WRITING:

Each student must demonstrate proficiency in the use of the English language in the research paper submitted for this course. Grammatical errors, spelling errors, and writing that do not express ideas clearly will affect your final grade. Students are advised to use

The Publication Manual of the Psychological Association (Fifth Edition) for form, style and general writing principles in the preparation of research paper. Students are instructed to use the Webster University **PASSPORTS** library at <http://library.websteruniv.edu/> for research papers to be submitted for this course.

10. CHEATING/PLAGARISM POLICY:

Students who are discovered cheating or committing plagiarism may be awarded a failing grade for the course, and may be subject to dismissal or further discipline. Webster University strives to be a center of academic excellence. As part of our Statement of Ethics, the University strives to preserve academic honor and integrity by repudiating all forms of academic and intellectual dishonesty, including cheating, plagiarism and all other forms of academic dishonesty. Academic Honesty is unacceptable and is subject to disciplinary response.

Defining Plagiarism: “You plagiarize when, intentionally or not, you use someone else’s words or ideas but fail to give that person credit. You plagiarize even when you do credit the author but use his exact words without indicating with quotation marks or block indentation. You also plagiarize when you use words so close to those in your source, that if you placed your work next to that source, you would see that you could not have written what you did without the source at your elbow.” (Booth, Wayne C., Colomb, Gregory G., & Williams, Joseph M. (1995). *The Craft of Research*. Chicago, IL: The University of Chicago Press.)

11. 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. 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 of the instructor should withdraw from the class.

12. ABSENCE POLICY:

If a student is absent, the instructor is to assign makeup work to cover the materials presented that week.

If a student has two absences, the instructor has the option to lower the student’s grade one letter grade and to inform the student of the action.

If a student has three absences, the instructor has the option to assign a grade of F and to inform the student of the action. It is the student’s responsibility to withdraw from the course.

When the instructor chooses to award a grade of I (Incomplete) for three or four absences, the student must provide acceptable documentation to verify that the absences were unavoidable (e.g. – illness, work conflict, military temporary duty).

Americans with Disabilities (ADA):

If you have an ADA qualifying disability, you must notify the Webster University office and your instructor at the beginning of the term of any special needs or equipment you may need to accomplish the requirements of the course. You will need to provide your diagnosis with its suggested request for remedy to the Center Director.