

Benedictine University at Springfield College in Illinois

Fall, 2006

Room: Dawson XXX

Meeting Dates/Times:

6:00 – 10:00 p.m.

August 30

September 6, 13, 20, and 27

Instructor: Shelly Devos

Office Hours: by appointment

Home Phone: 217/438-9390

E-mail: sdevos@sci.edu

MKTG 300 - 30

Course Description

This course develops the market oriented thinking necessary in today's competitive environment. Students will address, from a managerial perspective strategic, tactical, and administrative marketing issues related to the task of marketing products and services. Students will analyze problems faced by marketing managers in consumer and industrial markets. Marketing problems will be addressed that are common to profit and not-for-profit organizations, domestic and international marketers, small and large businesses and low- and high-tech industries.

Textbook and Other Instructional Materials

Lamb, Charles W., Hair, Joseph H., and McDaniel, Carl. Marketing, 8e. Mason, Ohio. Thompson/Southwestern. ISBN: 0-324-30249-5.

Course Objectives

Students who have completed this course will be able to:

1. Describe the methods used by marketers to identify market segments, differentiate products and target specific groups of consumers.
2. Explain the societal, managerial, and strategic foundations of marketing.
3. Explain and examine issues related to designing marketing strategies for companies in different market positions/ geographic locations and for products in various stages of the product life cycle.
4. Evaluate marketing opportunities in specific markets and environments and determine market-based strategies using appropriate analytical techniques.

Instructional Methods

- **Lectures:** Lectures will be used to reinforce key concepts from the text, and augment course topics. You are expected to read the assigned readings prior to class meetings.
- **Assessment:** A combination of tests, quizzes, in-class work and homework; both written and oral, will be used.
- **Class Discussions and Exercises:** You are encouraged to actively participate in class discussions. Case studies and exercises may be assigned to teams, and you will receive a team score based on your team's paper and/or presentation to the class.
- **Individual Papers:** Individual papers/projects may be assigned to further your understanding of key marketing concepts.
- **Team Project:** Your participation in a group project will strengthen your skills related to working as member of a team to achieve an end goal.

Computation of course grade

Attendance	15%
In-Class Participation	10%
Application Exercises	15%
Team Case Analysis & Pres	20%
Homework	20%
Final Exam	20%

Grade Scale

100 – 90	A
89 – 80	B
79 – 70	C
69 – 65	D
under 64	F

Course requirements:

Attendance Policy

All students are required to attend scheduled class. Students who miss any class, classes, and portions of class or class events for any reason are entirely responsible for the assignments missed and for contacting the instructor.

When a student's absences in a course become excessive, the student risks the loss of part or all of the course credit for class participation. In addition, the student risks the loss of part or all of the credit for team projects.

Many issues, concepts, and principles will be brought out in the classroom to expand upon the textbooks presentation of course material. Not all tests, projects or assignments issued will be discussed in the textbook's coverage of the course's material.

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited and will not be tolerated. Plagiarism refers to the use of material from books, notes and other sources, in the student's written work without due credit to the sources used; it is the presentation of materials as if these are the student's own. Sources to be listed on a reference page include newspapers, magazines, Internet websites and personal interviews. Cheating refers to securing or offering assistance during an exam, unauthorized copying of tests, assignments, reports, papers, etc. If deemed appropriate by the instructor, a grade reduction could be imposed as a minimum. This policy applies to material used for grading purposes and does not include notes taken in class sessions.

Cell Phone and Pager Policy

In most professional meetings cell phones and pagers are expected to be turned off. If, for an emergency situation, you must have a cell phone or pager on, then it is the expectation in this class that the device will be in the vibration mode. Should you receive an important call during class, please leave the classroom.

Missed Assignments

Participants are responsible for submitting work to the instructor at the beginning of the class session in which the assignment is due. Any assignment that is not submitted at the assigned time is considered late. The opportunity to submit work beyond the due date is an accommodation by your instructor. A penalty may be imposed for work not turned in on time.

Disabilities

If you have a documented learning, psychology, or physical disability, you may be eligible for reasonable academic accommodations or services. To request accommodations or services, contact the Academic Resource Center. All students are expected to fulfill essential course requirements. The University will not waive any essential skill or requirements of a course or degree program.

Other

The instructor reserves the right to make changes to the syllabus and any course requirements as needed.

Application Exercises

Students will be asked to turn in 3 individual exercises to be turned in during sessions 2, 3, and 4. Each assignment will be due at the beginning of the session and will not be accepted if late. The student will receive a 0 grade for missed or late assignments.

(* start chapter 20 exercise right when class starts - not turned in until session 4)

- Chapter 7 – Application Exercise – page 256 DUE SESSION #2
- Chapter 13 – Application Exercise – page 467 DUE SESSION #3
- Chapter 20 – Application Exercise – page 684 DUE SESSION #4

Team Case Analysis and Presentation

Students will be asked to read, answer questions, and present on **one** of the critical thinking cases at the end of each *Part (Closing Case)* found on pages 145, 301, 387, 473, or 579, 651, 689. Additional questions will be assigned after the teams have chosen their case. Team papers and team presentations will be due during session #5.

Final Exam

The final exam will take place during session #5. The final exam will consist of all material covered in the course during the five consecutive sessions. The exam will consist of multiple choice and true or false questions.

Course Bibliography and Resource Materials

- Arnold, David. (1993) *The Handbook of Brand Management (The Economist Books)*. Perseus Press
- Belch, George E. & Belch, Michael A. (2000) *Advertising and Promotion: An Integrated Marketing Communications Perspective*. Boston, MA: McGraw-Hill
- Bishop, Bill. (1999) *Global Marketing for the Digital Age*. (American Marketing Association)
- Berners, Tim (1999) *Weaving the Web: The Original Design and Ultimate Destiny of the WWW by its Inventor*. San Francisco: Harper
- Enis, B. & Cox, K. (1994) *Marketing Classics: A Selection of Influential Articles*. Upper Saddle River, NJ: Prentice-Hall, Inc
- Jamal, Daniel S. (1998) *Online Marketing Handbook*. John Wiley & Sons, Inc.
- Porter, Michael (1998) *Competitive Advantage: Creating and Sustaining Superior Performance*.
- Porter, Michael. (1998) *Competitive Strategy: Techniques for Analyzing Industries and Competitors*.
- Ries, Al & Trout, Jack. (1994) *The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk*.

RELEVANT MARKETING WEBSITES

Marketing Management
American Marketing Association
Advertising Age
Nielsen Media Research
US Census Bureau – Demographics
Federal Communications Commission (FCC)

www.prenhall.com/kotler
www.ama.org
www.adage.com
www.nielsenmedia.com
www.census.gov
www.fcc.gov