

2017

MKTG 300-06 Principles of Marketing

David Faulk
faulkd@xavier.edu

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**Marketing 300-06: Principles of Marketing
Fall Semester 2017**

Instructor:	David Faulk
Cell Phone and Text:	513-885-3970 (if you text, please be sure to identify yourself as a XU MKTG 300-06 student)
Office Phone:	513-745-3654
Email:	faulkd@xavier.edu
Class Sessions:	Smith Hall Room G27; Tuesdays and Thursdays 10:00 AM - 11:15 AM
Office Hours:	Smith 104A; Tuesdays and Thursdays 11:15 AM - 12:15 PM (or by appointment)

1. READING MATERIALS

TEXT: MKTG¹¹, by Lamb, Hair, and McDaniel (2016). Published by Cengage Learning ISBN-13: 9781337116800 (if you use a different edition, please note you may need to match chapters and assignments, and it may require that you take extra notes in class. The chapters of MKTG¹⁰ align consistently with MKTG¹¹).

SLIDES: We will be using Microsoft PowerPoint slides that blend content from the book with real-world examples and best practices. The slides will be posted online as we go through the semester.

BUSINESS PRESS: Regular reading of the business press is expected (at a minimum, this means The Wall Street Journal). As business majors, you should get in the habit of reading the WSJ, so that you are familiar with major issues and trends in the business world. A subscription is not required but is very useful for class participation. Significant discounts are available for students.

Familiarity with and reading of at least one other publication, e.g., Bloomberg Business Week, The Economist, Fortune, Forbes, are also recommended.

OTHER ARTICLES: Additional readings such as articles or case studies will be posted on Canvas and/or handed out in class

2. OFFICE HOURS and COMMUNICATION

My office is located in Smith 104A. Office hours are Tuesdays and Thursdays 11:15 AM - 12:15 PM (right after class). Other hours can be arranged by appointment. Please do not hesitate to meet with me if you are concerned about this class, your major, your career, or life in general. I want you to be successful and am very willing to help.

I will use the Announcements function in CANVAS for most class communications. Set your CANVAS to automatically notify you of Announcements and/or be sure to check CANVAS regularly. If you need a quick answer, send me a text (and be sure to identify yourself as a student from this class).



3. MISSION, LEARNING GOALS, AND COURSE OBJECTIVES

A. WILLIAMS COLLEGE OF BUSINESS MISSION STATEMENT

"We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition."

B. LEARNING GOALS – WILLIAMS COLLEGE OF BUSINESS: UNDERGRADUATE PROGRAM

- **Critical Thinking**
 - *Learning Goal:*
 - WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.
 - *Corresponding Objectives:*
 - WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.
 - WCB students will evaluate and articulate implications of business decisions and their impact on organizational stakeholders, both individually and in teams.
- **Ethics and Social Responsibility**
 - *Learning Goal:*
 - WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.
 - *Corresponding Objectives:*
 - WCB students will recognize ethical issues and their implications on personal and business decisions.
 - WCB students will demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.
- **Effective Written and Oral Communication**
 - *Learning Goal:*
 - WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.
 - *Corresponding Objectives:*
 - WCB students will produce business documents and reports demonstrating their ability to organize and communicate ideas clearly and professionally.
 - WCB students will make effective presentations, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.
- **Global Perspective and Cultural Diversity**
 - *Learning Goal:*
 - WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.



- *Corresponding Objectives:*
 - WCB students will identify and contrast key attributes of countries' business environments.
 - WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.
 - WCB students will integrate the concepts of respect, inclusiveness and valuing all persons into their decision making.
- **Understanding and Application of Knowledge Across Business Disciplines**
 - *Learning Goal:*
 - WCB graduates will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.
 - *Corresponding Objectives:*
 - WCB students will demonstrate the appropriate knowledge of accounting, economics, finance, management, management information systems, marketing, quantitative business analytics, international issues, and the legal and social environment of business.
 - WCB students will evaluate business problems from an integrative point of view, including diverse business functions, competition and external environment (social, political, economic, and environmental.)
 - WCB students will demonstrate college-level mastery of the body of knowledge and skills relative to their major. (To be determined at the departmental level.)
- **Personal and Professional Development**
 - *Learning Goal:*
 - WCB graduates will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.
 - *Corresponding Objective:*
 - WCB students will articulate career goals, prepare a professional resume, demonstrate behavior-based interviewing techniques and develop a professional network.

C. COURSE OBJECTIVES

1. To introduce marketing to students who have not previously studied marketing
2. To give students a solid marketing foundation should they decide to pursue an undergraduate degree in Marketing or another business discipline.
3. To practice students' written and verbal communication skills when working alone or in groups and to encourage collaboration and cooperation through group assignments and other cooperative learning exercises.
4. To integrate ethical discussions relating to marketing in order to challenge the student to consider ethical dilemmas and ethical alternatives involved in practicing marketing in a competitive marketplace.
5. To integrate into class discussions issues that are relevant to the mission of the Williams College of Business (WCB).

4. GRADES

A. GRADE LEVELS



Final grades will be calculated according to the following chart, and are awarded at the professor's discretion:

Grade	%	Points
A	93 – 100.0%	651 - 700
A-	90 – 92.9%	630 - 650
B+	87 – 89.9%	609 - 629
B	83 – 86.9%	581 - 608
B-	80 – 82.9%	560 - 580
C+	77 – 79.9%	539 - 559
C	73 – 76.9%	511 - 538
C-	70 – 72.9%	490 - 510
D	60 – 69.9%	420 - 489
F	Below 60%	419 and below

Students will have access to the online grade book via Canvas. This grade book is confidential and only available to the individual student. Unless noted otherwise, it is anticipated that grades for assignments will be posted within two weeks after the submission deadline.

B. GRADE COMPONENTS

COMPONENT	POINTS
Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Exam 4	100 points
Final Exam (optional)	Replaces lowest exam grade (if you choose to take it)
In-Class Quizzes (5 @ 10 pts each)	50 points
University Reporter paper	50 points
Group Project – Paper	50 points
Group Project – Presentation	50 points
Attendance	50 points
Participation	50 points
TOTAL	700 points



C. GRADE COMPONENTS IN DETAIL:

Assignments

Students are expected to read the assigned material and to be prepared to discuss what they read. Chapters listed are to be read *prior* to the class meeting on that date. Items listed as “due” are to be submitted on that date by 12:00 noon (regardless of any Canvas time discrepancies). Written assignments can always be submitted early.

Exams 1-4. There are four regular exams in this course (see course schedule for dates). Exams will consist of multiple choice and true/false questions. These exams are not cumulative. Each of these exams will test you only on the material covered in class since the last exam. Everything from that time period is considered fair game for exam questions, including the book chapters, slides, and in-class discussion.

Final Exam. The final exam for this course is optional. If you are happy with your grade before the final exam, you do not have to take it. If you would like to improve your grade, the final exam can be used to replace your lowest exam grade in the course. If you score better on the final exam than on a previous exam this semester, your final exam grade will replace your lowest exam grade. If you do poorly on the final, it will not hurt you and your grade will remain the same as it was before the final. However, the final exam is cumulative, which means the test will cover everything we have discussed in the semester.

In-class quizzes. Five quizzes will be given in class throughout the semester. Each quiz may feature multiple choice, true/false, matching, or short answer questions on material covered in class. Each quiz is worth 10 points and will be graded in class as we go over the answers together. These quizzes can help you prepare for the exams.

University Reporter paper. This is an individual assignment. You will research a brand’s customer base using survey data collected by University Reporter. You will write a 1-2 page paper on your findings. I will distribute detailed instructions for how to access the University Reporter data and guidelines for writing the paper early in the semester.

Group Project. Groups of 4-5 people will be formed the first week of class. Each group will choose a consumer brand. Throughout the semester, your group will examine various aspects of the brand/company, including (but not limited to) its marketing mix, customers, competitors, external environment, and the degree of social responsibility it exhibits. Each group will give a presentation at the end of the semester and turn in a final written analysis of the brand (see the calendar for dates). This presentation and paper should bring together everything you have learned in the semester in an applied manner. Your group will describe the current marketing efforts of your brand and offer recommendations for its future direction.

Group Participation and Evaluation. Each group member is expected to present a portion of the group’s presentation and write a portion of the paper. The work should be divided equally, with each person preparing their own slides that are tied to their own section of the paper. However, the group’s slideshow should have the same “look and feel” throughout. It should look like one cohesive project. The same is true for the paper. If a group member is not contributing to the project, please let me know ASAP. You will fill out evaluation forms at the end of the semester, giving you the opportunity to provide feedback on your group members.



Attendance. Attendance is very important to your success in this course. If you arrive late, you may be counted as absent for the day. If you think you will have an issue with making it to class on time regularly (due to work schedule, family issues, etc.), please talk to me ASAP.

Participation. Participation is vital to your learning experience and the experience of your classmates. Participation includes contributing to in-class discussions, being attentive and respectful during guest speaker presentations, and fulfilling your duties as a group team member.

What is the difference between attendance and participation?

Attendance and participation are two different things, although many professors and instructors lump them together. I do not. Why? Because it is possible for you to attend every class but not engage in any of the activities. It is also possible for you to attend 30% of the classes but be super-engaged the few times you are in class. Both attendance and participation are needed to learn about Marketing.

D. GRADING POLICIES

Late Homework & Absentee Policy

As Xavier students, you are expected to act in a professional manner. In line with this expectation, all due dates should be considered hard dates. If the absence is excused, you will be allowed to submit the assignment for full credit. If the absence is not excused, I will deduct 10% from the assignment grade for each business day it is late. Please consult the student handbook if you are unsure your absence is excused.

If a due date conflicts with your work or life schedule, plan on turning in the assignment early. *If you miss class the day of your group's presentation, your grade may be severely impacted.*

Missed exams may be made up only if the absence is excused. Please see me with any concerns.

Academic Honesty & Integrity

Academic honesty is fundamental to gaining knowledge and to achieving the objectives outlines for this course. Academic dishonesty will not be tolerated. Please see me with any questions or concerns on this matter. Refer to the Xavier Student Handbook for guidelines on appropriate behavior for students (<http://www.xavier.edu/handbook/standards/index.cfm>).

Plagiarism on a written assignment or paper could result in severe penalties, ranging from a lowered grade on an assignment to a failing grade in the course and a discussion with university administrators. Plagiarism is defined as "an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author's work as one's own, as by not crediting the original author" (dictionary.com). Copying and pasting text from an online source, or using too much of the source material without summarizing or paraphrasing is how plagiarism occurs most often in this course. *Please be careful!*



5. DISABILITY ACCOMMODATIONS:

It is my goal that this class be an accessible and welcoming experience for all students.

If you are a student with a disability who may have trouble participating or effectively demonstrating learning in this course, contact me to arrange an appointment to share your Accommodation Letters from Disability Services and to discuss your needs. Disability related information is confidential. If you have not contacted Disability Services (located in the Learning Assistance Center) to arrange accommodations, please contact Cassandra Jones, by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail at jonesc20@xavier.edu as soon as possible as accommodations are not retroactive.



6. COURSE SCHEDULE

Marketing 300 Course Schedule (subject to change - please check Canvas)

Day, Date	Topic(s)	MKTG ¹¹ Chapter	Note
August			
Week 1			
Tuesday, 8/22/17	Introductions, Syllabus discussion, Overview of Marketing	1	
Thursday, 8/24/17	Strategic Planning	2	
Week 2			
Tuesday, 8/29/17	Ethics and Social Responsibility	3	
Thursday, 8/31/17	The Marketing Environment	4	
September			
Week 3			
Tuesday, 9/5/17	Developing a Global Vision	5	
Thursday, 9/7/17	Review for Exam 1		
Week 4			
Tuesday, 9/12/17	<i>Exam 1</i>		Exam 1
Thursday, 9/14/27	Exam 1 Recap, Guest Speaker #1		Guest Speaker TBD
Week 5			
Tuesday, 9/19/17	Consumer Decision Making	6	
Thursday, 9/21/17	Business (B2B) Marketing	7	
Week 6			
Tuesday, 9/26/17	Segmenting and Targeting Markets	8	
Thursday, 9/28/17	Marketing Research, Review for Exam #2	9	University Reporter paper due
October			
Week 7			
Tuesday, 10/3/17	<i>Exam 2</i>		Exam 2
Thursday, 10/5/17	University Closed - No Classes		Fall Holiday
Week 8			
Tuesday, 10/10/17	Product Concepts	10	
Thursday, 10/12/17	Developing and Managing Products	11	
Week 9			
Tuesday, 10/17/17	Services and Nonprofit Marketing	12	
Thursday, 10/19/17	Supply Chain Management	13	
Week 10			
Tuesday, 10/24/17	Retailing	14	



Marketing 300 Course Schedule *(subject to change - please check Canvas)*

Day, Date	Topic(s)	MKTG ¹¹ Chapter	Note
Thursday, 10/26/17	Guest Speaker #2; Review for Exam 3		Guest Speaker TBD
Week 11			
Tuesday, 10/31/17	Exam 3		Exam 3
November			
Thursday, 11/2/17	Exam 3 Recap, Marketing Communications	15	
Week 12			
Tuesday, 11/7/17	Advertising, Public Relations, & Sales Promotion	16	
Thursday, 11/9/17	Personal Selling and Sales Management	17	
Week 13			
Tuesday, 11/14/17	Social Media and Marketing	18	
Thursday, 11/16/17	Guest Speaker #3		Guest Speaker TBD
Week 14			
Tuesday, 11/21/17	Pricing Concepts	19	
Thursday, 11/23/17	University Closed - No Classes		Thanksgiving Holiday
Week 15			
Tuesday, 11/28/17	Review for Exam 4		
Thursday, 11/30/17	Exam 4		
December			
Week 16			
Tuesday, 12/5/17	Group Presentations		Group Papers Due
Thursday, 12/7/17	Group Presentations		
Week 17			
Thursday, 12/14/17 8:30 AM - 10:20 AM	Final Exam (optional)		Smith Hall Room G27