2012

300-06-07 Principles of Marketing

Mary Walker
walkerm@xavier.edu

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Xavier University
Department of Marketing
Williams College of Business
MKTG 300 - Principles of Marketing (06 and 07), Spring 2012

Professor: Mary Walker, PhD
Office hours: TR: 8:00 – 8:30; M 4:30 – 5:30 (WC); TR: 1 - 3
Email: walkerm@xavier.edu

Office/phone: 302 Smith; 745-2980 (Dr. Walker)

Williams College of Business Mission Statement:
“We educate students of business, enabling them to improve organizations and society, consistent with
the Jesuit tradition.”
Academic Policies: Will be consistent with Student Handbook.

Course Objectives:
To introduce marketing to students who have not formally studied the area previously.
To provide a foundation for further study in marketing
To familiarize students with marketing concepts and their application in business
To help students think and gain skills necessary to critically analyze situations in the business world
To help students appreciate while marketing is multi-faceted, its fundamental purpose is to create value

Text:
Marketing: Core Marketing Concepts by Lamb, Hair McDaniel
Power point notes will be posted on Blackboard. It is your responsibility to print out and bring to class.

Evaluation:
Exam 1 = 17.5
Exam 2 = 17.5
Exam 3 = 17.5
Exam 4 = 17.5
4 Ps = 17.5
Total 100%

Final grades will be calculated as follows:
A 93 –100.0% C+ 77 – 79.9%
A- 90 – 92.9% C 73 – 76.9%
B+ 87 – 89.9% C- 70 – 72.9%
B 83 – 86.9% D 60 – 69.9%
B- 80 – 82.9% F Below 60%

Grades will not be curved during the semester. I reserve the right to curve at the end of the semester.
Curving cannot result in a lower grade
### Spring 2012— Tentative Syllabus for Marketing 300

*(It is the student’s responsibility to keep up with changes)*

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<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
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<td>Jan 10</td>
<td>Introduction to Marketing</td>
<td>Chapter 1, 2</td>
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<td>Jan 17</td>
<td>Strategic Mkt /Marketing Environ/Social Responsibility</td>
<td>Chapter 2, 4</td>
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<td>Jan 24</td>
<td>Global Marketing</td>
<td>Chapter 5</td>
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<td>Jan 31:</td>
<td><strong>Exam 1 (Feb 2)</strong></td>
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<td>Feb 7</td>
<td>Consumer Decision Making</td>
<td>Chapter 6</td>
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<td>Feb 14</td>
<td>Segmentation, Targeting and Positioning</td>
<td>Chapter 8</td>
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<td>Begin Decision Support Systems</td>
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<tr>
<td>Feb 21</td>
<td>Decision Support Systems</td>
<td>Chapter 9</td>
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<td>Feb 28</td>
<td><strong>Exam 2 (Mar 1)</strong></td>
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<td>Mar 6</td>
<td><strong>Spring Break</strong></td>
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<td>Mar 13</td>
<td>Product &amp; Services</td>
<td>Chapter 10,11,12</td>
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<td>Mar 20</td>
<td>Place</td>
<td>Chapters 13,14,15</td>
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<td>Mar 27</td>
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<td>Apr 3</td>
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<td>Apr 10</td>
<td>Promotion</td>
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<td>Apr 17</td>
<td>Promotion</td>
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<td>Apr 24</td>
<td><strong>4 Ps presentation and papers due</strong></td>
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<td>May 1/3</td>
<td><strong>Final Exam as scheduled by University</strong></td>
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### MKTG 300: Principles of Marketing 4 Ps Project

Marketing Mix Application Project, including an 8-12 page paper and a presentation: The purpose of this project is to apply the material that you will be learning in class to a real product in the marketplace. Your group will be required to choose a brand or service. All brand choices must be approved by me. While you need not buy the product or service – it is highly recommended that you shop for the product or service. This experience will provide insight with regard to your brand as well as the top two competitors. You will also want to do some primary research that might include asking others about the brand and competitors or observing others using or purchasing the brand.
The final paper must include:

Identification of manufacturer
Mission Statement
How the market is segmented
Target market (must use media mark)
Brand Positioning

Critical analysis of the marketing mix (product, price place and promotion). This is the heart of the paper and requires significant work and analysis applying the concepts that we discuss in class and that are in the text to a brand or a service.

Corporate social responsibility efforts

Assessment of macro environmental issues that will affect this brand or service (good or bad)

**THE FINAL PAPER:** The paper must be a critical analysis. Even the #1 brand in a category has room for improvement. This is an opportunity to apply what you have learned during the semester. Telling me that everything is just fine with this brand is an unacceptable option.

The final paper length will be about 10 pages.

**RESOURCES:** In addition to text book and company web site there are many other resources that will be helpful to you on this project including the following 2 library databases:

Mediamark Reporter
Market Share Reporter

**Evaluation:** **A final paper and presentation are both required.** Your final paper will include a cover page that includes the title of your project, group member’s names in alphabetical order and the date. Each group member will sign his/her name on the cover as a sign off on the report and its contents and as validation of full participation.

Following the title page the paper should be start with a page titled EXECUTIVE SUMMARY and should start with a clear statement of your groups topic (2 to 3 sentences), followed by a “Highlight of Findings” which will be in bulleted format, highlighting 4 – 8 major findings and a “Key Recommendations” followed by bullets which clearly state your recommendations for this brand.

The body of the paper should then follow (about 10 pages). Here is where you will present your detailed findings in a systematic and organized way. It is recommended that you use sub-heads to keep your topics organized.

Each group will share their findings in class. This should not be a rehash of your paper, but focus on the most interesting aspects of your findings.

All work must be sited and a reference page included. The paper should be grammatically correct, punctuated and proofed. It should read as one paper from the team’s perspective. A peer evaluation will be part of determining an individual student’s final grade.