2012

MKTG 300-05 Principles of Marketing

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Xavier University  
Department of Marketing  
Williams College of Business  
MKTG 300 - Principles of Marketing, FALL 2012

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Office hours: Wednesday 10 - 12; Thursday 12- 3  
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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 marketing and to provide a foundation for further study  
To familiarize students with marketing concepts and their application in business in a global society  
To help students think and gain skills necessary to critically analyze marketing opportunities  
To help students appreciate the importance of diversity, inclusiveness and ethical decision making as their develop marketing programs.

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:  
24% Exam 1*  
24% Exam 2*  
24% Exam 3*  
28% Group project **

* Lowest grade will be dropped. If you miss an exam for any reason – illness, sports, unexpected emergency, over sleeping, etc. it will be the exam that you drop.

** For every 12 hours a project is late the final grade will be reduced by 10 points; if you are not present for all group presentations your final project grade will be reduced by 10 points (no excuses)

Final grades will be calculated as follows:  
A  93 –100.0%  
A-  90 – 92.9%  
B+  87 – 89.9%  
B    83 – 86.9%  
B-  80 – 82.9%  
C+  77 – 79.9%  
C    73 – 76.9%  
C-  70 – 72.9%  
D    60 – 69.9%  
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.
## FALL 2012 -- Tentative Syllabus for Marketing 300
(It is the student’s responsibility to keep up with changes)

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 23</td>
<td>Introduction to Marketing</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td>Strategic Planning</td>
<td>Chapter 2</td>
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<tr>
<td>Aug 30</td>
<td>Strategic Marketing Planning</td>
<td>Chapter 2</td>
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<td></td>
<td>4 Ps Group Assignments Made Turn in typed list of group members to me.</td>
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<tr>
<td></td>
<td>Product or service MUST be in Media Mark database</td>
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<tr>
<td></td>
<td><strong>MEDIA MARK EXERCISE</strong></td>
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<td></td>
<td>Marketing Environment</td>
<td>Chapter 4</td>
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<td></td>
<td>Global and Social Responsibility</td>
<td>Chapter 5</td>
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<tr>
<td>Sep 6</td>
<td>Consumer Decision Making</td>
<td>Chapter 6</td>
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<tr>
<td>Sep 13</td>
<td><strong>EXAM 1</strong></td>
<td></td>
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<tr>
<td>Sep 20</td>
<td>Segmentation, Targeting and Positioning</td>
<td>Chapter 8</td>
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<td></td>
<td>Decision support systems</td>
<td>Chapter 9</td>
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<tr>
<td>Sept 27</td>
<td>Product and services</td>
<td>Chapters 10, 11, 12</td>
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<tr>
<td>Oct 4</td>
<td>Product and services</td>
<td>Chapters 10, 11, 12</td>
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<tr>
<td>Oct 11</td>
<td>Fall Break</td>
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<td>Oct 18</td>
<td><strong>EXAM 2</strong></td>
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<td>Oct 25</td>
<td>Place</td>
<td>Chapters 13, 14, 15</td>
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<td>Nov 1</td>
<td>Price</td>
<td>Chapters 19, 20</td>
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<tr>
<td>Nov 8</td>
<td>IMC</td>
<td>Chapters 14, 15, 16</td>
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<tr>
<td>Nov 15</td>
<td>IMC</td>
<td>Chapters 14, 15, 16</td>
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<tr>
<td>Nov 22</td>
<td>THANKSGIVING BREAK</td>
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<td>Nov 29</td>
<td>Integrating and synthesizing concepts 4 Ps work session</td>
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<tr>
<td>Dec 6</td>
<td><strong>4 Ps WRITEN PAPER AND PRESENTATION DUE</strong></td>
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<tr>
<td>Dec 13</td>
<td><strong>EXAM 3</strong></td>
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MKTG 300: Principles of Marketing Group Project FALL 2012

Marketing Mix Application Project: The purpose of this project is to synthesize the material that you will be leaning in the class to a real product in the marketplace. Your group will be required analyze the effectiveness of the marketing plan for a consumer brand.

YOU MUST BE ABLE TO FIND MEDIA MARK DATA ON THE BRAND THAT IS CHOSEN BY YOUR GROUP. It must be approved by Dr. Walker.

The following information must be included in the analysis:

I. SUMMARY TABLE THAT SHOULD BE INCLUDED IN THE FINAL PAPER
Brand name
Manufacturer
Target market (MUST USE Media-mark as part of analysis) for your brand as well as the top two competitors
Product positioning of your brand as well as the top two competitors
Market share for your brand as well as the top two competitors
Mission statement for your brand

II. ANALYSIS OF BRAND’S MARKETING MIX
This is the heart of the analysis and should critically analyze how this brand competes with their marketing mix. It is essential that you apply the concepts and theories that we have discussed in class and that can be found in your text.
Product: Chapters 10, 11, 12
Pricing: Chapters 19, 20
Place: Chapters 19, 20
Promotion: Chapters 16, 17, 18, 22

III. SHOPPING THE PRODUCT OR SERVICE: While you need not buy the product/service – it is highly recommended that you shop for the product. This experience will provide much insight with regard to your brand’s marketing mix and strategy as it competes in the market place. The findings from this experience should be integrated in to other parts of your analysis.

IV. ROLE OF CORPORATE SOCIAL RESPONSIBILITY: Are these activities consistent with the brand in terms of ethics, inclusiveness, diversity, and sustainability?

V. ASSESSMENT OF MACRO ENVIRONMENTAL ISSUES: What are the macro environmental issues will affect this brand (good or bad)? Chapter 4 lists these macro issues for your groups consideration.

VI. CRITICAL ASSESSMENT: 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 paper should also identify and discuss other observations that are important for this brand to consider enhancing success in the marketplace.
The final paper length will vary between 8 – 12 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:

See Library Resource Tab in Blackboard

**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 (8 - 12 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.