

SYLLABUS – PRINCIPLES OF MARKETING

COURSE NO.:	BUA 2209
SECTION:	01 - Monday, Wednesday, Friday—9:10 -10:10 a.m. 02 - Monday, Wednesday, Friday—11:30 - 12:30 p.m.
INSTRUCTOR:	Joe Carter Ofc. Phone No. 857-2459; Lewis Recitation, Suite 115 On campus e-mail - jcarter@mcdaniel.edu Office Hours: Monday, Wednesday, Friday 10:20 - 11:20 a.m. and Monday and Wednesday 1 - 2:30 p.m., or by appointment (Please call extension 2459 and leave a message including your name, phone number, and best time to meet.)
CLASS DESCRIPTION:	This course is an introduction to the marketing function. The focus will be primarily on "for profit" firms and their approaches to the marketing discipline. This class will test for the student's mastery of fundamental marketing concepts, principles, and definitions. Supplementing the required text and lecture contents will be several case studies.
REQUIRED TEXT:	<i>Principles of Marketing</i> , Philip Kotler & Gary Armstrong, 12th ed., Prentice Hall
COURSE REQUIREMENTS AND GRADING:	There are two exams, a mid-term and a final (100 points each, minimum). Additional course requirements include: <ol style="list-style-type: none">1. Classroom attendance and participation2. Performance on periodic quizzes (20-30 points each)3. Research project and oral presentation—an analysis of the "marketing-mix" of a selected product or service (See Exhibit 1) 100 points total

All tests and quizzes will utilize a combination of multiple choice, true-false and short answer essay questions.

Rules of Engagement (ROE):

"Make the mind command the body—never let the body command the mind." —George S. Patton, Jr.

Classroom attendance and participation are course requirements. Case study discussions and guest speakers are essential parts of this course which require your presence. Absence will adversely affect your final grade....

ROE Specifics

1. You are expected to be in class, **on time**, prepared to discuss the material assigned on the syllabus.
2. Foodstuffs should be consumed prior to or after class. (Please notify the instructor about special medical conditions which merit an exception.)
3. Leaving during a class session should occur only for emergencies. Checking one's e-mail is not a valid emergency. (Please notify the instructor about special medical conditions which merit an exception.)
4. Common courtesy dictates only one conversation at a time. Priority is given to the conversation initiated by the instructor or guest speaker.

Get your money's worth! The average cost per class session is \$84.50. Attend, participate, learn and grow! Challenge yourself—even on Friday mornings. We will learn a great deal from each other.

**CLASS SCHEDULE
SPRING 2008**

SESSION	SUBJECT(S)	ASSIGNMENTS
Jan. 28	Course overview & expectations Review of Syllabus Marketing Defined	
30	Marketing Management	Kotler, pp. 2 – 33: Chapter 1
Feb. 1	Marketing Strategy	Kotler, pp. 34 – 61: Chapter 2
4	Marketing Strategy cont'd	↓
6	The Marketing Environment	Kotler, pp. 62 – 93: Chapter 3
8	Marketing Information	Kotler, pp. 94 – 127: Chapter 4 Marketing Mix Topic Due
11	↓	↓
13	Consumer Marketing	Kotler, pp. 128 – 157: Chapter 5
15	Consumer Marketing cont'd	↓
18	Consumer Marketing cont'd	↓
20	Business Markets	Kotler, pp. 158 – 181: Chapter 6
22	Business Markets cont'd	↓
25	Quiz	Chapters 1 - 6
27	Market Segmentation	Kotler, pp. 182 – 215: Chapter 7
29	Segmentation cont'd	↓
Mar. 3	Product & Services Strategy	Kotler, pp. 216 – 249: Chapter 8
5	New Product Development	Kotler, pp. 250 – 281: Chapter 9
7	↓	↓
10	Review Day	Kotler, Chapters 1 through 9
12	Mid Term Exam, Part One	↓
14	Mid Term Exam, Part Two	↓

SESSION	SUBJECT(S)	ASSIGNMENTS
24	No class—complete research for marketing mix presentations	
26	How to Price Products	Kotler, pp. 282 – 331: Chapters 10, 11
28	↓	↓
31	↓	↓
April 2	Marketing Channels	Kotler, pp. 332 – 363: Chapter 12
4	↓	↓
7	Retailing and Wholesaling	Kotler, pp. 363 – 395: Chapter 13
9	Quiz	Chapters 10, 11, 12, 13
11	Marketing Communications and Advertising	Kotler, pp. 396 – 449: Chapter 14, 15
14	↓	↓
16	Sales Promotion and Public Relations	↓
18	↓	↓
21	Personal Selling and Sales Management	Kotler, pp. 450 – 477: Chapter 16
23	↓	↓
25	Competitive Strategies	Kotler, pp. 514 – 539: Chapter 18
28	↓	↓
30	The Global Marketplace	Kotler, pp. 540 – 567 : Chapter 19
May 2	↓ cont'd	↓
5	Marketing Mix Presentations	
7	Marketing Mix Presentations	
9	Marketing in the Digital Age	Kotler, pp. 478 – 513: Chapter 17 Kotler, pp. 568 – 599: Chapter 20
Week of May 12	Final Exam	

Required Research Project
Principles of Marketing

Students, in a team of two, are to select a product or service and to present an analysis of its "marketing mix."

The **Marketing Mix** includes:

- (1) a description of the **p**roduct or service, with emphasis on what customer needs or wants are addressed.
- (2) a distribution strategy—the **p**laces where this product or service can be attained.
- (3) a **p**ricing strategy—a determination of the product or service's value.
- (4) a **p**romotions strategy—how the product or service is **p**ackaged; how it is advertised and sold?

The analysis should also include an assessment of the selected product or service's **p**osition—i.e., the place the product or service occupies relative to its competitors.

The analysis should include a written 10 page report and a 10 minute oral presentation summary.

Each team must submit the product or service to be analyzed by Friday, February 8. Oral presentation dates can be selected by signing up on Exhibit II. (Assignments are on a "first-come" basis.)

Marketing Class Presentations

NAME	PRODUCT/SERVICE	DATE*
_____	_____	March 28
_____	_____	March 28
_____	_____	April 4
_____	_____	April 4
_____	_____	April 11
_____	_____	April 11
_____	_____	April 18
_____	_____	April 18
_____	_____	April 25
_____	_____	April 25
_____	_____	May 2
_____	_____	May 2
_____	_____	May 5
_____	_____	May 5
_____	_____	May 5
_____	_____	May 7
_____	_____	May 7
_____	_____	May 7

Written analysis is due the day of the oral presentation (10 pages approximately).