

SYLLABUS – PRINCIPLES OF MARKETING
------------------------------------

COURSE NO.: BA 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@wmde.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: *Principles of Marketing*, Philip Kotler & Gary Armstrong, 9th 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:

1. Classroom attendance and participation\*
2. Written case study performance (2 @ 50 pts. each)
3. Performance on periodic quizzes (20-30 points each)
4. Research project and oral presentation—an analysis of the  
"marketing-mix" of a selected product or service  
(See Exhibit 1) 100 points total

---

\* Classroom attendance and participation are course **requirements**. Case Study discussions and guest speakers are essential parts of the course which require your presence. Excessive absence will adversely affect your final grade.

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

**CLASS SCHEDULE  
SPRING 2002**

SESSION	SUBJECT(S)	ASSIGNMENTS
Jan. 28	Course overview & expectations Review of Syllabus Marketing Defined	
30	Marketing Management	Kotler, pp. 3-43: Chapter 1
Feb. 1	The Marketing Process	Kotler, pp. 45-84: Chapter 2
4	The Marketing Process cont'd	
6	The Marketing Environment	Kotler, pp. 85-127: Chapter 3
8	Marketing Research & Information Systems	Kotler, pp. 129-167: Chapter 4 Marketing Mix Topic Due
11	Consumer Marketing	Kotler, pp. 169-209: Chapter 5
13	Consumer Marketing cont'd	
15	Consumer Marketing cont'd	
18	Business Markets	Kotler, pp. 211-241: Chapter 6
20	Business Markets cont'd	
22	Business Markets cont'd	
25	Target Marketing - Market Segmentation	Kotler, pp. 243-287: Chapter 7
27	Market Segmentation cont'd	
Mar. 1	Segmentation cont'd	
4	Review Day	Kotler, Chapters 1 through 7
6	Mid Term Exam, Part One	
8	Mid Term Exam, Part Two	

Class Schedule cont'd

SESSION	SUBJECT(S)	ASSIGNMENTS
March 11	Product & Services Strategy	Kotler, pp. 289-333: Chapter 8
13	New Product Development	Kotler, pp. 335-367: Chapter 9
15	Product Life Cycles	
25	How to Price Products	Kotler, pp. 369-395: Chapter 10
27	Pricing Strategies	Kotler, pp. 397-427: Chapter 11
29	Distribution Channels	Kotler, pp. 429-469: Chapter 12
April 1	Discussion of Pizza Hut Case	Written analysis due
3	Retailing and Wholesaling	Kotler, pp. 471-507: Chapter 13
5	Retailing and Wholesaling cont'd	
8	Marketing Communications	Kotler, pp. 509-539: Chapter 14
10	Advertising	Kotler, pp. 541-577: Chapter 15
12	↓	
15	Sales Promotion and Public Relations	
17	Personal Selling and Sales Management	Kotler, pp. 579-613: Chapter 16
19	Mr. Randy Day President, Food Services Division, Perdue	Guest Speaker
22	Direct and On-Line Marketing	Kotler, pp. 615-663: Chapter 17
24	↓ cont'd	
26	Internet Fashion Mall Case	Written Analysis Due
29	The Global Marketplace	Kotler, pp. 707-745: Chapter 19
May 1	↓ cont'd	

3	Competitive Strategies	Kotler, pp. 665-705: Chapter 18
---	------------------------	---------------------------------

Class Schedule cont'd

SESSION	SUBJECT(S)	ASSIGNMENTS
May 6	↓ cont'd	
8	Marketing & Society	Kotler, pp. 747-785: Chapter 20
10	Final Review	

Week of May 13 - 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.)

**Exhibit II**

<b>Marketing Class Presentations</b>		
<b>NAME</b>	<b>PRODUCT/SERVICE</b>	<b>DATE*</b>
		March 13
		March 13
		March 15
		March 15
		March 25
		March 25
		March 29
		March 29
		April 3
		April 3
		April 5
		April 5
		April 10
		April 10
		April 12
		April 12
		April 17
		April 17
		April 24
		April 24
		May 1
		May 1
		May 3
		May 3
		May 6
		May 6
		May 6
		May 8
		May 8
		May 8

\*Anyone signing up for the March 13 or March 15 dates will receive a bonus of 5 points (10% of oral presentation value).  
Written analysis is due the day of the oral presentation (10 pages approximately).