

PRINCIPLES OF MARKETING

COURSE NO.: BUA 2209

SECTION: TUESDAY AND THURSDAY – 1:20 – 2:50 P.M. - ROOM LRH 120

INSTRUCTOR: Don Lavin

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Office Hours: Tuesday and Thursday 8:00 – 10:00 a.m. and 12:00 - 1:00 p.m., or by appointment. Please call extension 2452 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 and handouts.

REQUIRED TEXT: *Principles of Marketing*, Philip Kotler & Gary Armstrong, 10th ed., Prentice Hall

COURSE REQUIREMENT Two exams, a mid-term and a final (100 points each) – 200 points
Two case studies (50 points each) -100 points
Five quizzes (20 points each) – 100 points
Marketing Mix project and oral presentation- 100 points
Total : 500 points

GRADING A = 90% of total points
B = 80% of total points
C = 70% of total points
D = 60% of total points
F < 60% of total points

HONOR CODE Will be strictly enforced

In this class we will adhere to: **Joe Carter's 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. Turn your cell phone off!
4. 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.)
5. 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!

**Principles of Marketing
BUA 2209**

Class Schedule
Spring 2005

<u>Date</u>	<u>Topic</u>	<u>*Assignment *</u>
Jan. 25	Overview and expectations	
27	Marketing Basics	pp. 2-37
Feb. 1	Marketing Strategy	pp. 38-67 pp. 68-103
3	Marketing Environment	pp. 104-139
8	Marketing Research and Information	pp. 140-175 Marketing Mix Topic Team Formation
10	Consumer Marketing	pp. 176-211
15	Business Marketing	pp. 212-235
17	Market Segmentation	pp. 236-273
22	Target Marketing and Positioning	
24	Catch-Up/ Review	Chapter 1-8
Mar. 1	Mid Term Exam	Chapters 1-8
3	Guest Speaker	
8	Product and Services Strategy	pp. 274-311
10	Product Development & Life Cycle	pp. 312-341
15 and 17	No Class	Spring Break
22	Pricing Theory	pp. 342-395
24	Distribution Channels	pp. 396-433
29	Discussion of Pizza Hut Case Study	Written Analysis

	31	Retailing and Wholesaling	pp. 434-463
Apr.	5	Communications Strategy	pp. 464-491
	7	Advertising and Promotion	pp. 492-523
	12	Selling and Sales Management	pp. 524-563
	14	Discussion of Callaway Golf Case Study	Written Analysis
	19	Competitive Strategies	pp. 564-591
	21	Global Marketplace	pp. 592-625
	26	Marketing Mix Presentations	
	28	Marketing Mix Presentations	
May	3	Marketing & Society	pp. 626-661
	5	Catch-Up / Review	Chapters 1-20
Week of May 9		Final Exam	Chapters 1-20

Assignment – You should read the assigned pages for that day class. Those assignment in **bold** indicate extra work by you for examinations, written assignments or presentations. In addition five (5) unannounced, 20 point quizzes will be administered during the semester.

Case Studies and Marketing Mix project are discussed on an attached sheet.