

SYLLABUS

Radford University

(IMPORTANT: Syllabus subject to change based on class progress.)

I. **COURSE NO. & NAME:** MKTG 340, Essentials of Marketing
Section 03, Index 3154, 3 Credits

II. **COURSE DESCRIPTION:**

This course provides an overview of the discipline of marketing, the evolution of the marketing concept, and the interface of marketing with other major organizational functions. The functions and institutions of marketing are related to the controllable variables of product, price, distribution, and promotion. Emphasis is on adapting to uncontrollable domestic and international environments by adjusting the controllable variables of the marketing mix.

III. **COURSE OBJECTIVES:**

By successfully completing this course, students will gain a broad understanding of the role and importance of marketing to organizational effectiveness and its value to society. Students will understand key marketing concepts and processes used by organizations in developing marketing plans. Knowledge and skills developed in this course will enhance students' abilities to identify problems, provide solutions, and communicate with others in the organization about marketing plans.

The objectives of this course are as follows:

1. To familiarize you with the facts, figures, issues, opportunities, and challenges of marketing.
2. To develop a clear and deep understanding of the emerging trends in the marketing world.
3. To learn those concepts, principles, and practices that are essential to successful marketing.
4. To prepare you to become a world-class business professional and to assume marketing responsibilities in your future career.

IV. **COURSE TEXTBOOK:**

Kerin, et al. (2006). *Marketing*. 8th Edition. New York: McGraw-Hill.
ISBN: 0-07-282880-3

V. TEACHING METHODS:

Teaching methods include lecture, classroom discussion, exams, cases, and marketing plans. Student and team presentations will augment written and reading assignments.

VI. INSTRUCTOR: Thomas Lachowicz, Ph.D., 540-831-6038(w), 774-0154(h)
tlachowi@radford.edu
website: <http://tlachowi.asp.radford.edu>

VII. OFFICE HOURS: 3:00 to 4:00 Monday & Wednesday, Whitt, Room 205.
Other times can be arranged by appointment.

VIII. CLASS LOCATION: Young 305

IX. MEETING DATES: See XV. Course Assignments

X. CLASS PERIOD: 4:00 to 5:15 PM

XI. GRADING POLICIES and CRITERIA for GRADING:

First Exam	100
Second Exam	100
Final Exam	100
Mini Case	100
Marketing Plan	200
Attendance, Punctuality & Participation	100

Radford University's grading scale is as follows:

Letter Grade "A" for excellent work	90-100
Letter Grade "B" for above average work	80- 89
Letter Grade "C" for average work	70- 79
Letter Grade "D" for below average work	60- 69
Letter Grade "F" for failing work	60- and below

No Rounding: For example, to earn an A, you must have a cumulative point average of 90 or above.

Assignments are due on date requested and must be turned in at beginning of class meeting times in order to receive full credit. There are no makeup dates or times for assignments and exams.

XII. ATTENDANCE & (GRADING) POLICY:

The official RU policy states: “All students are expected to be officially registered and attend classes on a regular basis. No absences of any nature will be construed as relieving the student from responsibility for the completion of all work assigned by the instructor. A student registering late for a class will be responsible for all work assigned and material covered during the class sessions missed due to late registration.”

Our policies for this class are as follows: There are 30 class-meeting dates and a final exam. Each class meeting date is worth $100/30 = 3.33$ points. Deduct 3.33 points for each absence for whatever reason, except **documented** RU functions & unusual circumstances that are verifiable, such as being in court or in the hospital. Attendance and punctuality are important. Arriving late and leaving early will be prorated for attendance points. A student assumes full responsibility for the loss incurred because of an absence. Please check with a team member or class “buddy” to get this information.

Everyone gets 1 free “Mental Health” day taken at the discretion of the student (**except when Exams or Cases are scheduled**). Otherwise, my attendance policy is that you will attend all other classes just as if this course is your job.

Attendance grade will be adjusted for participation.

XIII. INSTRUCTOR’S EXPECTATIONS:

Presentations, cases, and marketing plans must be clear, concise, and follow accepted formats as noted in the appropriate guidelines, course textbook, class discussions, and related materials.

Students will use available resources, that is, textbooks, periodicals, publications, trade journals, instructors, family, friends, peers, professionals and librarians.

Class participation is important.

XIV. ACADEMIC INTEGRITY & STUDENT CONDUCT:

By accepting admission to Radford University, each student promises to understand, support, and abide by the University Honor Code without compromise or exception. Violations of academic integrity will not be tolerated. Refer to your Student Handbook for details.

XV. COURSE ASSIGNMENTS:

COMPLETE ALL READING ASSIGNMENTS BEFORE CLASS MEETINGS.

	(2006)		
<u>Class</u>	<u>Date</u>	<u>Day</u>	<u>Content</u>
1	08-21	M	Introduction, Syllabus & Form Teams
2	08-23	W	Ch 1: Creating Customer Relationships & Value
3	08-28	M	Ch 2: Developing Successful Marketing & Corporate Strategies
4	08-30	W	Ch 3: Scanning the Marketing Environment Marketing Plan Company & Thesis Statement due next week Mini Case Company & Questions due next week
5	09-04	M	Marketing Plan Company & Thesis Statement due Mini Case Company & Questions due Ch 4: Ethics & Social Responsibility
6	09-06	W	FIRST EXAM (Chapters 1 – 4) & Team Work on Cases
7	09-11	M	Review Exam, Marketing Plan, & Mini Case Instructions Ch 5: Consumer Behavior
8	09-13	W	Team 1 Mini Case & Team 10 Marketing Plan Status Report Ch 6: Organizational Markets & Buyer Behavior
9	09-18	M	Ch 6: Organizational Markets & Buyer Behavior
10	09-20	W	Team 2 Mini Case & Team 9 Marketing Plan Status Report Ch. 7 Reaching Global Markets
11	09-25	M	Ch 8: Marketing Research: From Information to Action
12	09-27	W	Ch 9: Identifying Market Segments & Targets Team 3 Mini Case & Team 8 Marketing Plan Status Report
13	10-02	M	Ch 21 Implementing Interactive & Multichannel Marketing
14	10-04	W	SECOND EXAM (Chapters 5 - 9 & 21) & Team Work on Marketing Plans
15	10-09	M	Team 4 Mini Case & Team 7 Marketing Plan Status Report Review Exam. Questions on Marketing Plans & Mini Cases

XV. COURSE ASSIGNMENTS continued:

16	10-11	W	Team 5 Mini Case & Team 6 Marketing Plan Status Report Ch 10 Developing New Products & Services
17	10-16	M	Ch 11: Managing Products & Brands
18	10-18	W	Team 6 Mini Case & Team 5 Marketing Plan Status Report Ch 11: Managing Products & Brands
19	10-23	M	Ch 12: Managing Services
20	10-25	W	Team 7 Mini Case & Team 4 Marketing Plan Status Report Ch 12: Managing Services
21	10-30	M	Ch 13: Building the Price Foundation
22	11-01	W	Team 8 Mini Case & Team 3 Marketing Plan Status Report Ch 13: Building the Price Foundation
23	11-06	M	Ch 14: Arriving at the Final Price
24	11-08	W	Team 9 Mini Case & Team 2 Marketing Plan Status Report Ch 14: Arriving at the Final Price
25	11-13	M	Ch 15: Managing Marketing Channels & Wholesaling
26	11-15	W	Team 10 Mini Case & Team 1 Marketing Plan Status Report Ch 15: Managing Marketing Channels & Wholesaling

*** FALL & THANKSGIVING BREAK 9-18-06 TO 9-26-06 ***

27	11-27	M	Marketing Plans Teams 1, 2, 3
28	11-29	W	Marketing Plans Teams 4, 5, 6
29	12-04	M	Marketing Plans Teams 7, 8
30	12-06	W	Marketing Plans Teams 9, 10
	12-15	F	FINAL EXAM (Chapters 10 - 15) 2:00 PM

MINI CASE GUIDELINES

In a small team setting, you will have the opportunity to introduce the class to a marketing issue in a real business through a written and oral Mini Case. You will select and interview a marketing person in a company of your choice. The results of this structured interview will be a presentation to the class (about 13 to 17 minutes or as otherwise stated in class), and a professionally written report.

Please follow these suggestions along with class comments:

Turn in company name, marketing issue and interview questions by date on syllabus.

Oral Presentation Tips (Dress appropriately):

1. Create a **maximum** of 4 to 5 slides for your presentation.
2. Attach a one-page copy of slide presentation to your written analysis.
3. As part of your presentation, **involve the class** in some way by asking questions about their own experiences/knowledge or getting them to participate in some activity that helps to illustrate the issue for the class. (**Hint: Prepare written class questions before hand.**)
4. Summarize the company's product or service, the marketing issue, and **specifically** how you can solve the issue.

Written Instructions:

1. Find **current** information about your company from professional journals and summarize it in a maximum of two pages, double-spaced, **Epilogue**.
2. Use the following **bolded** headings in your professionally written report:
 - a. **Cover Page**. (See following page)
 - b. **Epilogue** – maximum of two pages.
 - c. **Copy** of one page slide presentation.
 - d. **Bibliography** using the APA format. Good places to start your online research:
<http://infotrac.galegroup.com/menu>
<http://web.lexis-nexis.com/universe>
<http://scholar.google.com>
 - e. **Appendix A**: Interview Questions
 - f. **Appendix B**: Team Meetings: Show meeting dates, times, who met, and what was accomplished at each meeting.

Do **not** summarize your Oral Presentation in your Written Report. The Written Report focuses on current, researched information about your company from other professional resources, and incorporates **bolded** headings a. thru f. above.

MARKETING PLAN GUIDELINES

TOPIC: Your plan to evaluate (include your suggested improvements) a company based on course content discussed in class, in text, and updated with your own research. You may select any company you wish. Preferably, each team will select a company that it knows about or wishes to know more about. You may interview company employees and report what you discovered as part of your Marketing Plan. Interviews count as one of your resources.

**All Written & Oral Marketing Plans are due as shown on the syllabus.
Marketing Plan Status Reports are due as shown on the syllabus.**

WRITTEN GUIDELINES - format and considerations:

The Marketing Plan will contain the following main and sub headings (include main and sub headings in written work). Please refer to Sample Marketing Plan in Appendix A at the end of Chapter 2 of our text for format, ideas, and include headings, and sub headings.

* **TABLE OF CONTENTS** *

1. **EXECUTIVE SUMMARY**
2. **DESCRIPTION OF COMPANY**
3. **STRATEGIC PLAN/FOCUS**
4. **SITUATION ANALYSIS**
5. **MARKET-PRODUCT FOCUS**
6. **MARKETING PROGRAM**
7. **R&D/OPERATIONS PROGRAM**
8. **FINANCIAL PROJECTIONS**
9. **ORGANIZATION STRUCTURE**
10. **IMPLEMENTATION PLAN**
11. **EVALUATION & CONTROL**
12. **APPENDIX A: BIOGRAPHIES of KEY PERSONNEL**
13. **BIBLIOGRAPHY**

In addition to text, use at least six other resources. This means a **minimum** of seven.

Resources must be dated 2005 or later. Use the latest APA style guidelines available in the library Walker Hall, or online, for appropriate citations.

14. **TEAM MEETINGS:** Show meeting dates, times, who met, and what was accomplished at each meeting.

IMPORTANT NOTES:

Use the above **BOLDED** fourteen (14) headings in your written analysis. Start each new heading on a separate page. Do not use folders/binders. Staple paper in the upper, left-hand corner. Use 12-point font. Double space throughout.

Make sure you have a **Cover Page**, which includes your name, my name, course name & number, section & index numbers, date due, location & time of class. Include the title of your Marketing Plan.

MARKETING PLAN GUIDELINES, continued

ORAL PRESENTATIONS - format and considerations:

1. Use visual aids. At least one type of visual aid is **mandatory**.
2. Give careful planning to oral presentation (about 18 to 22 minutes or as otherwise stated in class). Prepare a presentation on the important points of your Marketing Plan. Make sure you rehearse your presentation beforehand.
3. All team members, **appropriately dressed**, must be involved in the presentation.
4. **If you “read” your presentation, it will result in a deduction of your Oral grade. Reading from notes and/or note cards is still reading and will reduce your grade.**
5. I expect students to ask questions and give feedback to presenters. Immediately after the presentation, each student will turn in one written question. The instructor will select questions to ask presenters. Questions may be considered as part of participation grade. This may be modified as necessary due to time constraints.
6. Please ask questions **in class** about items that are of general interest. If you have particular questions about your Marketing Plan, please make team arrangements to meet with me.
7. **The written and oral Marketing Plans are due on dates shown on syllabus.**
8. In general, grading for each Marketing Plan will follow the following approximation:

Present not read “Oral”	25%
Include relevant content “Content”	25%
Follow instructions (oral & written) “Format”	25%
Use correct grammar & punctuation “Grammar”	25%