

**The University of Akron - College of Business Administration
(Spring 2011)**

MARKETING PRINCIPLES

SECTION 6600: 300-001

Tuesday/Thursday 1:45 – 3:00

General Information

Instructor: Gregory Dumont
Office: CBA 322 X8839
E-Mail: gdumont@uakron.edu
Office Hours: T, TH 12:00 – 1:30 or by Appointment - Preferred
Text: *Marketing, 3rd Edition* Dhruv Grewal and Michael Levy [2012]
McGraw-Hill, Irwin (ISBN: 978-0-07-802883-0)

Text Supplements: Instructor will provide supplemental materials throughout the semester.

Course Information

Prerequisites: 48 hours of college credit

Description: This course will introduce you to the marketing discipline through a variety of topics including product, price, place and promotion as well as customer, company, competitors, context and collaborators. We will explore the dynamic interrelationship between the business environment and the strategic marketing response of market leading firms.

Mission Statement

College Statement: Preparing competent and responsible business leaders.

Department Statement: Developing marketing professionals with the knowledge, skills and personal qualities necessary for successful careers and more fulfilling lives.

Learning Objectives

Content Knowledge

- Students will demonstrate knowledge and understanding of core marketing vocabulary and concepts.
- Students will understand the functions that marketing performs within a firm.
- Students will apply their knowledge of marketing theories, concepts and practices.
- Students will understand how global external forces impact organizations and the impact on marketing efforts.

Foundation Skills

- Students will demonstrate critical thinking skills through application of qualitative and quantitative tools to analyze and propose specific recommendations within environmental constraints.

The University of Akron - College of Business Administration

(Spring 2011)

- Students will be able to present concepts and views clearly, professionally and persuasively through effective oral communication.
- Students will be able to present concepts and views clearly, professionally and persuasively through effective written communication.
- Students will be able to locate, critically evaluate, appropriately document and apply information from external sources.

Personal Qualities

- Students will be made aware of the positive personal qualities and social skills that are essential to a successful business career including: responsibility, creativity, adaptability, self-management and integrity.
- Students will demonstrate a knowledge and application of professional business behavior and attire.

Workplace Competencies

- Demonstrate the ability to think critically about business issues by integrating ideas from multiple sources, solving unstructured problems and applying knowledge of global business fundamentals in creative and innovative ways.
- Work effectively in diverse teams.
- Utilize information technology and knowledge management skills (online research queries, database tools, spreadsheet tools and the like) for global business decision making and problem solving.
- Understand, identify and address ethical circumstances and dilemmas encountered by business professionals.
- Demonstrate an understanding of and appreciation for leadership.

Class Policies

Attend & Participation:

Participation and attendance are required. Attendance will be taken every time we meet as a class. It should be recognized that attendance and participation represents 10% of your grade. Since you cannot make-up lost in-class participation opportunities, you clearly need to be in-class in order to maximize this contribution to your final grade. We are all adults and are accountable for our decisions...It is your money!

Excused Absences:

Defined as the following: illness of the student or serious illness/death of an immediate family member; AU sponsored trip or major religious holidays. Other excuses (work, internship and the like) will be considered on a case-by-case basis at the discretion of the instructor.

Assignments:

Due on or before date designated on syllabus.

Late Assignments:

The instructor may accept late work, with penalty of 5% per day. Please note, any assignment more than 1 week late will not be accepted and will receive a grade of zero. Additionally, the

The University of Akron - College of Business Administration (Spring 2011)

instructor does reserve the right to refuse any assignment not submitted on-time or in proper format.

Make-ups:

The availability of make-up examinations is at the discretion of the instructor. Please note, you are far more likely to be accommodated if your request is made prior to the scheduled examination date.

Disabilities:

Students with disabilities who require special accommodations must first meet with the Office of Accessibility in order to obtain proper documentation. The Access Office is located in Simmons Hall, Room 105. The student is responsible for reminding the instructor of test specific accommodations at least 5 days prior to each exam.

Conduct:

Violation of the University Academic Honesty Policy, as defined in the "Procedures and Requirements" section of *The Undergraduate Bulletin*, will not be tolerated with the student being subject to disciplinary penalty. Additionally, the use of personal electronic devices can be distracting to other students. If any of these issues do arise, the professor reserves the right to remove the offending student from class.

Grading Scale

A	93.0 TO 100	B-	80.0 TO 82.9	D+	66.0 TO 69.9
A-	90.0 TO 92.9	C+	76.0 TO 79.9	D	63.0 TO 65.9
B+	86.0 TO 89.9	C	73.0 TO 75.9	D-	60.0 TO 62.9
B	83.0 TO 85.9	C-	70.0 TO 72.9	F	Anything < 60

Please Note: Grades Will be Curved Where Necessary

Course Evaluation

Test 1 (Chapters 1, 2, 4, 5, 6)	200 points
Test 2 (Chapters 7, 8, 9, 10)	200 points
Test 3 (Cumulative (Focus on 11, 13 and 17))	200 points
Practical/Applied Assessments	300 points
Block #1 (Presentation)	100 points
Block #2 (Presentation)	100 points
Block #3 (Presentation)	100 points
Attend/Participation	<u>100 points</u>
Total	1000 points
Extra Credit*	

Tests

You will be responsible for **3 Tests**. These exams will cover the text, lectures, videos and the like. Exams will include T/F, Multiple Choice and Fill-in-the-Blank questions. Please note, all tests and exams must be taken as scheduled on the syllabus in the absence of a documented emergency, athletic

The University of Akron - College of Business Administration (Spring 2011)

event or other valid reason (as determined by instructor). The session prior to each exam will be reserved for a review of the material (chapters) covered on the exam – review will be conducted by utilizing the jeopardy format. Jeopardy questions will be posted on Springboard for your review.

Practical/Applied Assessment

In addition to the exams, the course material will be broken into 3 conceptual blocks wherein each group will provide a detailed analysis of key marketing concept covered within the text and lectures. These analyses will be product and market specific (i.e. iPad in the American market). These assessments will conclude in a competitive analysis of (1) market leading firm and (1) new entrant within the industry of your choice (to be approved by the instructor) in accordance with the guidelines provided. Some potential examples for use in these assessments include (but are not limited to):

- Mercedes S & Hyundai Equus
- Nintendo (Wii) & Microsoft Xbox (Connect)
- Blackberry & Huawei (HTC)
- Nissan Leaf & Chevy Volt
- TomTom (Escort)
- Netflix & Redbox (Coinstar)
- Nike & Under Armour
- Cheerios & Special K
- iPad & Samsung Galaxy
- Coach & Tori Burch

In an effort to ensure a valuable networking opportunity, each practical/applied exercise will be a group opportunity. The class will be broken into “major” groups (Industry-based). Each of the “major” groups will be divided into two sub-groups of 6-8 people (depending on enrollment. Please note, each of the practical/applied exercises will culminate in a presentation in front of your peers. The instructor will provide guidelines for each of the practical/applied exercises. Further details will be provided throughout the semester...

Connect Exercises

Throughout the semester, you will have the opportunity to supplement the text and lectures using the Connect software accompanying the textbook. While I do expect you to read the book prior to our classroom sessions, Connect is NOT a “requirement” for the course. That said, Connect will prove useful in cementing key concepts discussed and will prove invaluable as a study tool for exams. For those of you that choose to complete all of the Connect exercises throughout the semester, there will be a total of 25 points (extra credit) added on to your final grade for the class.

Additionally, you may well have the opportunity to complete instructor-provided surveys, projects and the like for extra credit (at the discretion of the instructor).

The University of Akron - College of Business Administration (Spring 2011)

Course Schedule (Subject to Revision)

****This is a tentative schedule that may change at the discretion of the instructor****

Week	Date	Topics/Assignments
1	1/10 1/12	Review Syllabus and Semester Roadmap Chapter 1 – Overview of Marketing
2	1/17 1/19	Chapter 2 – Developing Marketing Strategies & Marketing Plan Designate Groups & Introduce Practical/Applied Exercise #1
3	1/24 1/26	Chapter 4 – Analyzing the Marketing Environment Chapter 5 – Consumer Behavior
4	1/31 2/2	COKE Documentary – or - Group Day (Practical-Applied #1) Practical/Applied #1 – Marketing Environment (SWOT)
5	2/7 2/9	Practical/Applied #1 – Marketing Environment (SWOT) Practical/Applied #1 – Marketing Environment (SWOT)
6	2/14 2/16	Chapter 6 – Business to Business Marketing Introduce Practical/Applied Exercise #2 Recap & Test Prep (Jeopardy)
7	2/21 2/23	President's Day – NO CLASS! Test #1 – Chapters 1, 2, 4, 5, 6
8	2/28 3/1	Chapter 8 – Segmentation, Targeting & Positioning Chapter 7 – Global Marketing
9	3/6 3/8	Chapter 9 – Marketing Research & Info System Practical/Applied #2 – STP (Segmenting, Targeting, Positioning)
10	3/20 3/22	Practical/Applied #2 – STP (Segmenting, Targeting, Positioning) Practical/Applied #2 – STP (Segmenting, Targeting, Positioning)
11	3/27 3/29	Chapter 10 – Product, Branding & Packaging Introduce Practical/Applied Exercise #3 Recap & Test Prep (jeopardy)
12	4/3 4/5	Test #2 – Chapters 7, 8, 9, 10 Chapter 11 – Developing New Products
13	4/10 4/12	Chapter 13 – Pricing Guest Speaker – Kathleen Kennedy (Direct Marketing)
14	4/17 4/19	Chapter 17 – Integrated Marketing Communication / Working Day Practical/Applied #3 (Product & Branding)
15	4/24 4/26	Practical/Applied #3 (Product & Branding) Practical/Applied #3 (Product & Branding)
16	4/30 – 5/6	Test #3 – Cumulative (Emphasis on Chapters 11, 13, 17)

Representative Syllabus