

COURSE SYLLABUS
MARKETING– MKTG 400
Dr. David M. Andrus
2006 Summer Semester

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Course Website:	http://info.cba.ksu.edu/andrus/
Office hours:	By appointment
Class:	M-F 8:00-12:00, Justin Hall 109
Prerequisites:	ECON 110, ECON 120, and Junior Standing

Required Texts and Materials:

Pride, William M, and Ferrell, O.C., *Marketing 13th ed.*, Boston, Ma: Houghton Mifflin Company, 2006.

A package of nine Apperson scantron cards.

The textbook and Apperson cards are on sale in the K-State Union Bookstore, Varney's Bookstore, and the textbook is on reserve in Hale Library.

Course Objectives:

This course provides a general introduction to the principles and practices of the marketing system, i.e., the institutions involved in the creation, distribution, and sale of goods and services. MKTG 400 studies the role marketing plays within firms, the business system, and society.

For marketing majors, this course will provide a foundation for further marketing coursework. For non-marketing majors, the course will help you understand what marketing encompasses and how it relates to other business functions, to customers, and to society. It should help you become a better consumer and businessperson and to understand how marketing operates within the larger social and economic environments.

MKTG 400 covers the following general areas: an overview of the marketing system; the strategic marketing planning process; the marketing environment; marketing research; buyer behavior; segmentation and targeting of a customer group and positioning to perform well in that target market; product, price, placement, and promotion decisions (the "4 P's" or "marketing mix"); and extensions of the marketing concept to international, services, and not-for-profit situations. Throughout the course we will also view marketing from a societal perspective and discuss marketing ethics and social responsibility. Classroom sessions will involve a variety of

teaching and learning techniques. Much of this time will be devoted to lecture on and discussion of material relating to the assigned reading.

The learning outcomes for this course are to:

- Gain an understanding of marketing's role in the economic system;
- Acquire a basic understanding of marketing's theoretical concepts, principles, functions, and institutions;
- Obtain insight into the current practice of developing and implementing marketing strategy;
- Gain experience in defining marketing problems and in applying problem-solving techniques to strategic marketing management situations;
- Learn to become a more informed consumer;
- Develop your written communication skills and ability to think and write critically;
- Improve your oral communication skills and ability to orally defend your ideas;
- Build your analytical abilities; and
- Improve your awareness and understanding of ethical issues in marketing.

In this course you will:

- Learn about marketing theories, concepts, functions and institutions.
- Identify the nature and scope of the specific tasks and decisions facing marketing managers.
- Recognize the environmental constraints existing in both domestic and international markets that govern how marketing decisions are made, and determine the implications of these constraints for management.
- Discover how to specify information inputs needed for marketing decisions, and to apply and interpret results from available research approaches for obtaining this information.
- Learn to analyze the nature and extent of demand and the characteristics of market segments (targeted customer groups), and to specify market segments as potential opportunities.
- Understand how to describe, develop, and analyze alternative marketing strategies, i.e., decisions with respect to product offerings and their pricing, distribution (placement), and promotion (all in view of target markets' characteristics as well as of the environmental constraints).
- Become aware of societal, ethical, and legal constraints on the marketing function and institutions.

Since this is an introductory marketing course, designed to provide an overview of the marketing

discipline, a large part of it is *descriptive*: background theoretical constructs and issues are presented and discussed. However, since marketing is an applied discipline, the course is also *application oriented*: in-class written assignments and discussion require application of concepts; video case studies will be analyzed in class; and a guest speaker from a company will be invited. Classroom discussion of textbook and video case studies will be used to help strengthen your decision-making skills. Debates on controversial marketing topics will be held which will give you another opportunity to apply information from the textbook and lectures. To make this course relevant to students from all majors, emphasis will be on the application of marketing concepts to broader society. Consequently, MKTG 400 will serve the needs of students desiring only a basic overview of marketing as a part of their general education in business administration, as well as providing a strong foundation for those students wishing to pursue the study of marketing beyond a general survey-level course.

We shall accomplish the learning objectives by reading assigned materials in the text, quizzes, examinations, analyzing video cases in class, through lectures and discussions. Lectures will extend and supplement the topics covered in the textbook and provide additional and different perspectives on it.

Exams, Quizzes and Grading:

There will be four exams which will consist of 50 multiple choice items. Each exam will be worth six percent of the total grade. Approximately 50% of each exam will cover the readings and approximately 50% will cover the lectures. Examinations are noncumulative; that is, each exam covers only material since the last exam. No make-up exams will be given. All exams will be given during regular class periods. The correct answers for each exam are presented following the test period.

There will be five pop quizzes given in class. Each pop quiz will consist of 20 true-false items that will deal with material from the textbooks, lectures and class discussion. No make-up quizzes will be given. Marketing researchers have to stay current on information and are often presented with marketing problems that require immediate attention on an unexpected basis. The pop quizzes will help develop student ability at dealing with unexpected marketing problems and recalling information quickly. They also require you to stay current on reading assignments. The correct answers for each quiz are presented immediately following its completion. You will need to bring a Number 2 pencil and an Apperson scantron card to class for each exam and quiz. Examinations and quizzes are individual assignments.

There are 300 total points that can be earned in the course. At the end of the semester, I total each student's points for the four exams and five quizzes. The following scale is used to determine a letter grade for the four exams, five quizzes, and final course grade. No incompletes are given for a final grade.

LETTER	PERCENT	FOUR	FIVE	FINAL
GRADE		EXAMS	QUIZZES	GRADE

A	90-100%	45-50	18-20	270-300
B	80-89	40-44	16-17	240-269
C	70-79	35-39	14-15	210-239
D	60-69	30-34	12-13	180-209
F	0-59	0-29	0-11	0-179

Each course element counts as follows for purposes of computing the final grade:

<u>Element</u>	<u>Percentage of Weight</u>	<u>Points</u>
Four Exams	67%	200
Ten Quizzes	33%	100
	100%	300

The grades will be posted on the class website approximately each day after each quiz or exam has been evaluated. Students may review their completed tests and quizzes with me after the grades are distributed.

Undergraduate Honor System:

A student's personal integrity is presumed to be sufficient assurance that in academic matters one does one's own work without unauthorized help from any other source. Undergraduate students, by registration, acknowledge the jurisdiction of the Undergraduate Honor Council. The policies and procedures of the Undergraduate Honor System apply to all students enrolled in undergraduate courses of all the schools, whether full-time or part-time.

The Honor system presumes that all work, submitted as part of academic requirements, is the product of the student submitting it unless credit is given with proper footnoting and bibliographic techniques, or as prescribed by the course instructor. The system applies to quizzes, examinations and to all work handed in, such as papers, reports, and solutions to problems, tapes, films, and computer programs, unless accepted by the instructor.

Honor Pledge Statement: On all assignments, examinations, or other course work undertaken by undergraduate students, the following pledge is implied, whether or not it is stated: "On my Honor, as a Student I have neither given nor received unauthorized aid on this academic work."

Plagiarism and cheating are serious offenses and may be punished by failure on the exam, paper or project; failure in the course; and/or expulsion from the university. If you are caught cheating on any assignment in this course, the incident will automatically be referred to the Honors Council with a recommendation of an XF for the entire course. I want you to learn all that you are capable of mastering about marketing. If you are dishonest, you will cheat yourself of this opportunity. It is clearly to your advantage to conduct yourself as an honest person. For more information refer to Appendix F in the University Handbook.

In the event that grade records and/or exams are unavailable for final grade determination purposes at the end of the semester due to academic dishonesty, the entire grade for the course will be based upon a comprehensive final.

Individuals are prohibited from selling or being paid for taking notes in any form (written, electronic, or otherwise) during this course to or by any person or commercial firm without the express written permission of the professor teaching this course.

Special Accommodations:

A student with a disability or those who need special accommodations should talk to the professor individually within the first two days of the class. I am happy to make accommodations to facilitate your learning.

Class Participation and Conduct:

Another part of the grade will be based on class participation. Active class participation is expected and subjective consideration will be given while grading. This will be especially important to borderline grades. I may raise or lower final course grades based on my perception of your efforts and learning. Everyone is expected and encouraged to participate in class discussion during the semester in terms of (1) current marketing issues, (2) concepts in marketing, and – most important – (3) exploration of appropriate analyses of video cases and review questions. Each student needs to offer his or her insights so that these may be sharpened over time and so that others in the class can benefit. You need to read articles in the *Wall Street Journal* that deal with marketing issues to stay current on important events in this area of study.

All reading assignments must be read beforehand to facilitate class discussion. Good preparation is the key to a good discussion. You should have thought about the reading from a critical and analytical perspective prior to class. I want an informed class discussion based upon quality preparation and participation. My subjective assessment of your class participation will be based upon content and quality of participation as well as frequency.

The class sessions are treated in the same manner as scheduled business meetings. You should arrive promptly and be prepared to participate in the class activities. Active student participation is essential to the learning process and to the success of the course. Attendance is required. I will lower a final grade for lack of attendance. Coming to class late or leaving early is not acceptable behavior. Job interviews, vacation scheduling problems, work schedule problems, campus activities, and assignments from other courses are not acceptable excuses for missing this class. I randomly take attendance during the semester. I deduct 20 points from the final course grade for each absence. **If you have two or more unexcused absences, you will receive an F for the entire course.**

Since this course will emphasize breadth as well as depth, I may not be able to cover all of the concepts and techniques discussed in the textbook. Nevertheless, you will still be responsible for all

of the assigned reading. This course requires a substantial amount of reading. It is important that each student stays current with the assigned readings. If you have read the material in advance, the class discussions will be more lively and interesting.

My general teaching philosophy with regard to this course is that learning by active involvement is the best way to learn marketing principles, concepts and techniques. The way to success in this course is to be an active learner-participant rather than a passive lecture note-taker. I like a good performance that leads to positive results. I want you to be successful in this course and learn all that you can about marketing. Learning is something that a student does rather than something that is done to a student.

Class Schedule – Marketing

MKTG 400, Summer 2006

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<u>DATES</u>	<u>LECTURE TOPICS</u>	<u>READING ASSIGNMENTS</u>
June 5	Orientation; Overview of Marketing Strategy; Planning, Implementing and Controlling Marketing Strategy	Chapters 1, 2
June 6	The Marketing Environment; Ethics in Marketing; QUIZ # 1 (Chapters 1-4)	Chapters 3, 4, 5
June 7	Global Marketing; E-Marketing and CRM; EXAM # 1 (Chapters 1-6)	Chapters 6, 7
June 8	Marketing Research Process; Target Marketing; Segmentation; Consumer Buying Behavior; QUIZ # 2 (Chapters 7-9)	Chapters 8, 9, 10
June 9	Business Markets; Product Concepts and Management; EXAM # 2 (Chapters 7-12); Guest Speaker	Chapters 11, 12
June 12	Branding and Packaging; Services Marketing; Marketing Channels; QUIZ # 3 (Chapters 13-15)	Chapters 13, 14, 15
June 13	Wholesaling and Distribution; Retailing; Integrated Marketing Communications; QUIZ # 4 (Chapters 16-18)	Chapters 16, 17, 18
June 14	Advertising and Public Relations; Personal Selling And Sales Promotions; EXAM # 3 (Chapters 13-18)	Chapters 19, 20
June 15	Pricing Concepts; QUIZ # 5 (Chapters 19-21)	Chapters 21, 22

June 16

FINAL EXAM (Chapters 19-22) and Course Evaluation

I reserve the right to change or modify the exam, quiz, lecture, class assignments, and reading assignment schedule as necessary. You are responsible for all changes, even if you are absent from class on the day they are announced.