MKTG 400 - Marketing
Course Syllabus
Summer 2005
8:00 a.m. - 10:00 a.m. Monday thru Friday, June 6 – July 1
Room 106, Kedzie Hall

Professor: Dr. Swinder Janda
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Office Hours: 10:00 a.m. - 11:00 a.m., Monday thru Thursday and by appointment
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I. Introduction:
For many of you who have not taken a course in marketing, or have not worked in the field, "marketing" probably brings to mind aspects such as the unrelenting barrage of commercials on television, or the personal selling associated with car dealerships, or telemarketing. However, as we will see during this class, marketing can, and in most contemporary organizations does, involve much more than advertising and sales.

Marketing can be defined as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives. Marketing thus involves the following activities:

- Identifying customer needs
- Designing goods and services that meet those needs
- Communicating information about those goods and services to prospective buyers
- Making the goods or services available at the times and places that meet customers' needs
- Pricing goods and services to reflect costs, competition, and customers' ability to buy
- Providing for the necessary service and follow-up to ensure customer satisfaction after the purchase
- Doing on-going research to track changing needs and anticipate market trends

As evident from the above activities, the marketing field offers a wide range of career options. Some marketing positions focus on quantitative activities (marketing research, pricing analysis, resource allocation), while others focus on interpersonal relations (customer relations, distribution/sales management). Other marketing related positions involve creative work (packaging, advertising, new product development), while still others involve comprehensive management (brand management, corporate planning).
II. **Course Objectives:**
This Course is designed to provide students with
A. An introduction to marketing and an idea about its scope and function;
B. An understanding of various activities subsumed under the marketing function; and
C. An overview of current developments and contemporary perspectives in marketing.

III. **Course prerequisites:**
ECON 110, ECON 120 and Junior standing (60 or more hours completed coursework)

IV. **Class Procedures:**
Lectures, class discussions, three short case summaries.

V. **Attendance Policy:**
All students are expected to attend all lectures, and encouraged to participate actively in class discussions. **I do not have specific points assigned for attendance. However, my general policy is that since we have only 20 class meetings during this summer class, I will allow one free absence. For every subsequent class a student misses, I will deduct 3 points from his/her overall points total at the end of the summer session.** Please keep in mind that I want students to want to come to class, not have to come to class. However, since my exam questions focus on both my lectures and the reading materials, I’ve seen students who do not miss class tend to perform much better on exams. Thus I would like to encourage everyone to try their best to attend all lectures.

I will only excuse an absence without any grade penalty for the following reason(s):
- **Emergency** medical situation (supported by proper documentation)
- Death in family (God forbid!) or serious medical emergency involving a close relative (supported by proper documentation)
- Representing K-State in sporting events (supported by documentation)
- Job interview out of town on the day of class (supported by proper documentation; maximum excuses of this type allowed during summer session = 1).

VI. **Class Participation:**
Every student is expected to actively participate in class discussions, particularly during our in-class case discussions. Remember, a substantial amount of learning via cases occurs through discussions and interactions where different perspectives can be brought out and discussed. I encourage everybody to come prepared for these discussions and actively contribute to such discussions. Towards the end of the summer session, I will assign 20 points based on such contributions made in class.
VII. **Examinations:**
Two exams will be given based upon material from the lectures and the course packet available from the K-State Union Copy Center. Each exam is worth 100 (33.33%) points of your grade. Each exam will comprise of approximately 50 multiple-choice questions. **No make-up exams will be given.** The only exception to this will be made for situations such as medical emergencies. In such cases, documented proof of the situation will be required. If I do decide to give a make-up exam, it is at my discretion whether I use multiple choice or essay questions.

VIII. **Grade Determination:**
- Exam I: 100 points or approximately 33.33 % of grade
- Exam II: 100 points or approximately 33.33 % of grade
- Case 1 Summary: 20 points or approximately 6.67 % of grade
- Case 2 Summary: 20 points or approximately 6.67 % of grade
- Case 3 Summary: 20 points or approximately 6.67 % of grade
- Peer Evaluations: 20 points or approximately 6.67 % of grade
- Class Participation: 20 points or approximately 6.67 % of grade
- **Total points = 300 points**

IX. 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 Professor. The system applies to examinations and to all work handed in, such as papers, reports, solutions to problems, tapes, films, and computer programs, unless exempt by the Professor.

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. For more information refer to Appendix F in the Faculty Handbook.

X. If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it or which will require academic accommodations, please notify me during the first two days of the course.
XI. As the Professor, I reserve the right to vary from policies outlined in this syllabus

XII. The following schedule outlines the letter grades corresponding to the total points at the end of the semester:

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<tr>
<th>If your total percentage score falls in the range:</th>
<th>Your letter grade would be:</th>
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<tbody>
<tr>
<td>90-100</td>
<td>A</td>
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<td>89-89.99</td>
<td>B</td>
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<td>70-79.99</td>
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<td>60-69.99</td>
<td>D</td>
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<td>00-59.99</td>
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XIII. Course Packet (required): You can purchase the required course packet from either Varney’s book store or from the Student Union book store. The packet should cost about $25 and includes all lecture PowerPoints and required readings.

XIV. Textbook (optional):

XV. Class Topics:

<table>
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<tr>
<th>DATE</th>
<th>TOPICS</th>
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<tbody>
<tr>
<td>WEEK 1</td>
<td></td>
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<tr>
<td>June 6 (Mon)</td>
<td>Discussion of Syllabus</td>
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<td>Discussion of group project</td>
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<td>Forming of student groups</td>
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<td>June 7 (Tue)</td>
<td>1. Introduction to Marketing</td>
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<td>June 8 (Wed)</td>
<td>2. The Marketing Environment, Ethics, and Social Responsibility</td>
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<td>June 9 (Thu)</td>
<td>3. International Marketing</td>
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<td>June 10 (Fri)</td>
<td>3. International Marketing (cont.)</td>
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<td>Case 1: Harley-Davidson</td>
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<td>WEEK 2</td>
<td></td>
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<td>June 13 (Mon)</td>
<td>4. Marketing Planning and Forecasting /</td>
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<td>Case 1 Summary due in class</td>
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June 14 (Tue) 5. Marketing Research

June 15 (Wed) 6. Consumer Behavior / 
Case 1 Discussion in class

June 16 (Thu) 7. Market Segmentation, Targeting, and Positioning / Review for Exam 1

June 17 (Fri) Case 2: Wal – Mart The Unstoppable

WEEK 3
June 20 (Mon) EXAM 1

June 21 (Tue) 8. Product Strategy, Brand Management, and New Product Planning / Case 2 Summary due in class

June 22 (Wed) 8. Product Strategy, Brand Management, and New Product Planning (continued)

June 23 (Thu) 9. Integrated Marketing Communications, Advertising, Sales Promotion, and Public Relations / Case 2 Discussion in class

June 24 (Fri) Case 3: Disney – Euro Disney and Other Stumbles

WEEK 4
June 27 (Mon) 9. Integrated Marketing Communications, Advertising, Sales Promotion, and Public Relations (continued) / Case 3 Summary due in class

June 28 (Tue) 10. Price Determination and Managing the Pricing Function

June 29 (Wed) 11. Retailing, Wholesaling, and Direct Marketing / Case 3 Discussion in class

June 30 (Thu) Review for Exam 2 / Peer Evaluations

July 1 (Fri) EXAM 2

Please note that this is a tentative schedule only. I may modify this schedule as the summer session progresses. Students will be notified of any changes in class.
XVI. **Case Summaries (three cases for 20 points each):** As part of the class requirements, students will work on three case studies. The first case deals with Harley-Davidson Corporation, the second one with Wal-Mart Corporation and the third one is about Disney Corporation. Each student will work with others in their group and write up a two-page summary (double spaced, 12 point font) of each case. Please note that summaries longer than 2 pages will be graded down. Each summary will focus on answering specific questions about the case. The specific questions to be answered will be provided by me in class. **Due dates for the summaries are as follows:**

Case 1: Harley-Davidson: Due in class on Monday, June 13  
Case 2: Wal-Mart: Due in class on Tuesday, June 21  
Case 3: Disney: Due in class on Monday, June 27

**IMPORTANT NOTES:**

These are group projects, and the following general rules will apply:

**A. Group Project Quality:** On the first day of class, we will form groups (five to six members per group). Each group will work on the three case summaries over the course of the summer session. I will assign 20 points for each case summary based on the quality of the summary. *Please note that quality depends upon not just how well you use the information in the case to build strong arguments to support your positions, but also how well the summaries are written (e.g., free of typos, grammatical mistakes, logically organized from beginning to end, etc.).* The typed summaries need to be turned in to me by 8:00 a.m. on the due dates.

**B. Peer Evaluations (20 points):** Since group work involves team effort, a peer evaluation mechanism will be used for part of the group project grade (20 points). On the second to last day of class (June 30, 2005), each member of the group will be asked to evaluate each of the other members in their group. An individual’s peer evaluation grade will be based upon evaluations given to him/her by the other members in his/her group.

**C. Chronic unwillingness to contribute to group effort:** Every student is responsible for contributing to the group projects. If a group member is not willing to make contributions to the group effort, the other members can vote to remove that member out of the group. A **unanimous** vote is necessary to remove a member from a group. **Group members can vote out a member any time before Thursday, June 30, 2005.** A person voted out of a group will receive a zero as their case summaries grade. Please note that I will **NOT** allow a voted out member to substitute group work with any other projects or turn in their own version of the case summaries.