

MKT 3361 PRINCIPLES OF MARKETING (3 Sem. Hrs.)

SUMMER SEMESTER 2008

REQUIRED TEXT: BASIC MARKETING, Perreault and McCarthy (16th Ed.)

INSTRUCTOR: Dr. Cherie Fretwell
Phone: 334-448-5133

Office Hrs.: M, T, Th: 2 – 6PM
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COURSE DESCRIPTION:

A managerial focus on the external environments and decision elements of marketing (promotion, price, product, distribution) faced by marketing management at the corporate and entrepreneurial levels of business.

OBJECTIVES:

On completion of the course, the student should be able to:

1. List and describe the components of marketing
2. Explain the role of marketing in society and its functions within individual businesses
3. Discuss the components of marketing, its role, and its functions in terms of macro-and microeconomics
4. Describe the marketing process, considering the different perspectives of the firm, competitors, and society in marketing decision-making processes

PURPOSE:

To provide a broad foundation of marketing principles. Marketing majors can use this foundation when studying in advanced marketing courses. Non-marketing majors will need knowledge of these principles to coordinate properly other areas of business with the marketing function. Core requirement for all undergraduate business programs.

SCHEDULE OF CLASS MEETINGS AND ACTIVITIES:

- May 27, 2008: SESSION I
 INTRODUCTION AND OVERVIEW
 Ch. 1: Marketing's value to consumers, firms and society
 Ch. 2: Marketing strategy planning
- June 3, 2008: SESSION II
 Ch. 3: Focusing marketing strategy with segmentation and positioning
 Ch. 4: Evaluating opportunities in the changing marketing environment
 *Homework Assignment #1 Due
- June 10, 2008: SESSION III
 Ch. 5: Demographic dimensions of global consumer markets
 Ch. 6: Final consumers and their buying behavior
 *Homework Assignment #2 Due

- June 17, 2008: SESSION IV
MID-TERM EXAM
- June 24, 2008: SESSION V
Ch. 8: Improving decisions with marketing information
Ch. 9: Elements of product planning for goods and services
Ch.10: Product management and new product development
*Homework Assignment #3 Due
- July 1, 2008: SESSION VI
Ch.11: Place and channel systems
Ch.16: Advertising and Sales Promotion
Ch.18: Price setting in the business world
- July 8, 2007: SESSION VII
*Homework Assignment #4 Due (Product/Price Comparison Project)
SHARE PROJECTS
- July 15, 2007: SESSION VIII
FINAL EXAM

GRADING SCALE:

A:	90 – 100
B:	80 – 89
C:	70 – 79
D:	60 – 69
F:	Below 60

GRADING INCLUDES:

MID TERM	40%
FINAL EXAM	40%
PRODUCT COMPARISON PROJECT	10%
ASSIGNMENTS	10%

COMPUTER LABS

Computer labs are available for student use in both the Adams Building and Higginbotham Hall according to posted lab hours. Students may also access the Library Services from their computers at home.

AMERICANS WITH DISABILITIES ACT and ADDITIONAL SERVICES: Any student whose disabilities fall within the ADA must contact Dr. Keith Frakes, the Phenix City Campus Coordinator of Disability Services, at 334-448-5136.

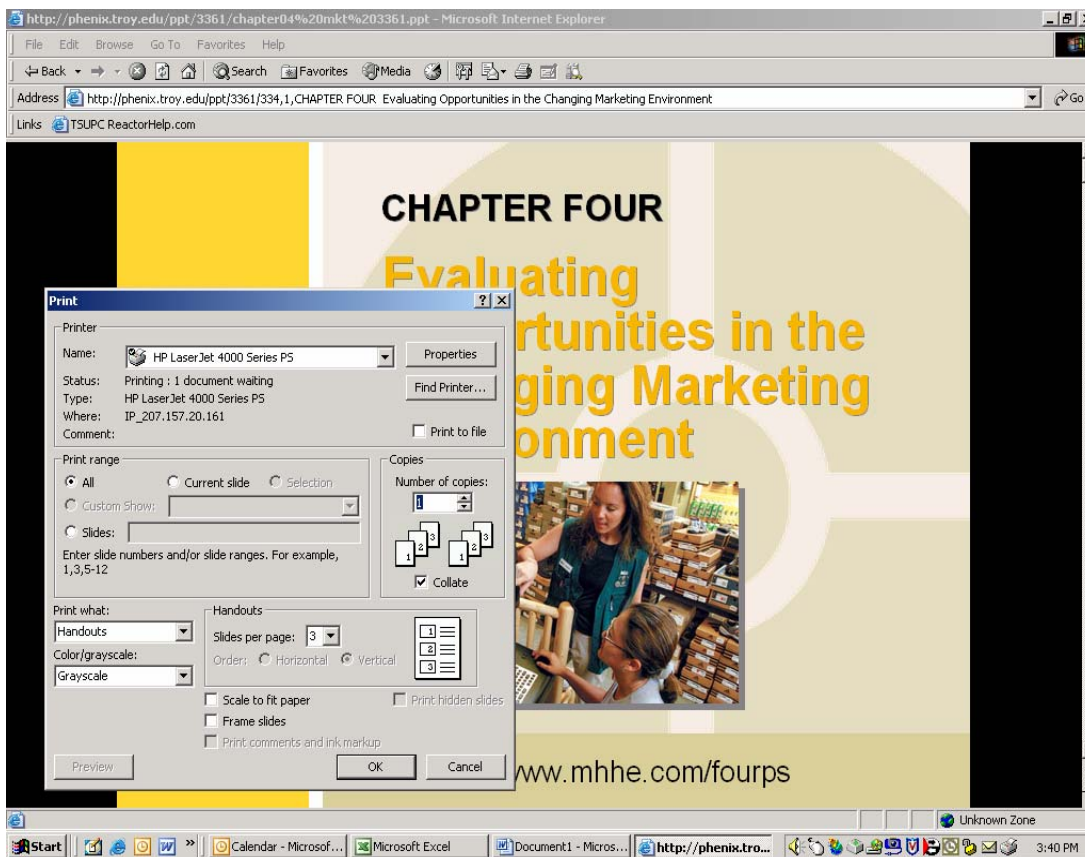
STANDARDS OF CONDUCT:

The commission of, or the attempt to, commit any cheating and/or plagiarism are in violation of the Troy University Standard of Conduct, and may be disciplined up to and including suspension and expulsion. Refer to the *Oracle* for more information.

Marketing 3361 – PowerPoint Slides

Instructions to print chapter slides

- Go to: <http://phenix.troy.edu>
- Select “Directory” on left menu
- Select “Department of Business” at the top of the page in the grey box
- Double click on instructor’s photo to open the Faculty Web Page
- To view - select chapter and right click once and select “open” and “open”
- To print - go to “file” and “print”
- Set to “Handouts” and slides per page “3” and select “OK”



ASSIGNMENTS:

Assignment #1: DUE: Tuesday, June 3, 2008

SEARCH through web sites for automobiles and select a combination of any two cars, trucks, or SUVs you would prefer to buy. **PRINT** out a one-page sample that shows something about the autos (picture, price & features, or whatever you feel is interesting). **ADD** your reasons for selecting these vehicles based on the information you find on the web site as well as any influence that advertising may have had on you.

Assignment #2: DUE: Tuesday, June 10, 2008

LIST five (5) of your favorite web sites. **PRINT** a sample page of two (2) of the sites. **DESCRIBE** why the sites are your favorites. Base your critique on style, content, color, interest, request for action, and how easy it is to follow through from link to link to get the information you want.

VISIT “Web Pages that Suck” (www.webpagesthatsuck.com) for an interesting and humorous look at the Web’s worst sites. **PRINT** one (1) sample page of a web site that you have previously visited (not these!) and **DESCRIBE** why you thought it was poor.

Assignment #3: DUE: Tuesday, June 24, 2008

SELECT a product package to examine. Look at the use of color, graphics, functionality, and durability, along with the attractiveness of the package. **DESCRIBE** how you think the package contributes to promoting and protecting the product. **BRING** the package (empty!) to class.

LIST five (5) packages that you consider attractive, useful, or clever. **LIST** five (5) packages that you have found to be poorly designed, of poor quality, or are not durable. **DESCRIBE** the aspects of each package that are positive or negative.

Assignment #4: DUE: Tuesday, July 8, 2008

A good knowledge of marketing should enable you to make better purchase decisions regarding brand name products, pricing of similar products, quality of competing products, and your preference of particular brands of products and merchandise. Think of a product purchase that you are considering that would involve shopping around for brands and prices.

Prepare a brief **WRITTEN DESCRIPTION** of your research efforts and comparisons of either brand names, comparison prices, or compare the prices on identical products at different stores (i.e., Walmart vs. KMart). Examples: Compare the membership fees for several fitness centers; compare prices on several brands of computers; compare prices on name brand products versus store brands; compare an identical shopping list at three different grocery stores; compare the ingredients on brand name products (such as detergents, mouthwash).

You may also do a **TASTE TEST** with the class on products such as popcorn, potato chips, peanuts, or cookies, using name brand versus store brand products or regular food products versus sugar-free, low-calorie, or nonfat versions of the same products. Students may do taste tests with groups outside of class, and prepare a written summary of the test conducted and the results.

PREPARE at least one page with bullet points, graphics, charts, etc. (or PowerPoint) to use for illustration of your project to share with the class (use 20-pt. Font minimum). Hard copy can be placed on the copy camera – transparencies are not necessary. You may also want to bring labels, products, or any other materials that would be meaningful to share your project with the class.