

Chaminade University  
Management of the Marketing Process  
Marketing 33510  
Summer 1999

Instructor: Mrs. Laura A. Wittig, M.S.A.  
Class Day: Wednesday, 1730 to 2140 Hours  
Class Room: Schofield Barracks Education Center, T.B.A.  
Office Hours: 1700 to 1730 Hours Wednesday  
and by appointment  
Telephone: 834-1333 (8am to 8pm) leave message  
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**Textbook:** Essentials of Marketing, 7<sup>th</sup> Edition. By William D. Perreault, Jr. And Jerome McCarthy. Irwin Publishing, 1997.

**Course Description:** This course emphasizes "the study of the nature and importance of marketing; the nature of the producer and consumer (buyer and seller); the extent of the forces behind markets; marketing functions; methods and channels of marketing; and trends in marketing policies and methods," from a management perspective.

**Course Objectives:** To provide the student with an understanding of the role and importance of marketing management in both the domestic and global economies. At the end of the term, each student should be familiar with the scope of the discipline, the most common marketing terminology, concepts, participants and practices of the marketing manager.

**Class Attendance:** Since examination questions are taken directly from class lecture material, it is expected that students will find attendance to be worthwhile. Attendance, preparation and participation are required in this course just as it would be in any business organization. Roll will be called at the beginning of each class meeting. This course is an accelerated program class; therefore, students are allowed one (1) unexcused absence.

**Cases:** Two case analyses are required during the term. The cases can be found in the text, pages 513-561. Students may sign up for cases the first night of class. Each student is required to read and study each case. Students will prepare an oral presentation and a write-up on the (two) cases of their choosing. The presentation order will be determined once the case selections are known. Pick a case that interests you based on the company, its products, the situation, etc. The case write up (2 to 3 pages) is due the night of the presentation. Students may opt to present a case in groups of two. If so, the accompanying write up must be 4 pages. In addition to answering end-of-case questions, you should make recommendations concerning the marketing strategy components discussed in the case. Use of

outside sources is encouraged, allowing for the most current information on the case (where relevant).

**Articles:** Select two articles from a current periodical, journal or Internet source dealing with marketing, read it and write up a response paper of no more than 2 type-written, double spaced pages. Be prepared to present your findings to the class in a 2 or 3 minute oral presentation. See attached "Format for Articles."

<b>Examples: Business Week</b>	<b>Journal of Marketing</b>
<b>Economist</b>	<b>Journal of Marketing Research</b>
<b>Fortune</b>	<b>Wall Street Journal</b>
<b>Industrial Marketing Management</b>	
<b>International Marketing Review</b>	

**Examinations:** A total of two (2) exams will be given during the term. The exams will be composed of any combination of the following: multiple choice, matching, true or false, listing and short essay. Students will be given advance notice of the exact format of the tests. The final exam is not comprehensive.

**Grading:** Grading is a function of the number of points earned versus the number of the points possible. No "curve" of any kind will be used.

**92-100% = A**  
**84-91.9% = B**  
**76-83.9% = C**  
**68-75.9% = D**  
**Below 67.9% = F**

<b>Possible Points:</b>	<b>Attendance/Participation</b>	<b>= 50 Points</b>
	<b>Group/Class Exercises</b>	<b>= 50 Points</b>
	<b>Article 1</b>	<b>= 25 Points</b>
	<b>Case 1</b>	<b>= 50 Points</b>
	<b>Mid-term</b>	<b>= 100 Points</b>
	<b>Article 2</b>	<b>= 25 Points</b>
	<b>Case 2</b>	<b>= 50 Points</b>
	<b>Final Exam</b>	<b>= 100 Points</b>

Be prepared. Read all class assignments prior to each class meeting. Group and class exercises, based on the text, will count towards your final grade.

To facilitate discussion, please bring a product (or an emblem for a service) of your choice to class (i.e.: an emblem - Pepsi can or the UPS emblem). We will relate marketing terms and concepts to each student's product (service). Make sure the item is relatively small. We will use it the duration of the class. Bring products that are lawful and do not violate any military or university regulations. (Participation Points)

## Format for Articles

1. Title of Article
2. Author
3. Publication and Date
4. Summary

5. Major Marketing Issues/Problems

6. Marketing Theory ~~Used/Issues/Subject~~ Covered

7. Remarks:

8. Reason for Choosing Article

9. Name and Date

## Case Analysis

1. Discuss Organizational Entity (GM or Oldsmobile)
2. Background
3. Current Mission (Vision, Purpose, Major Objectives, Marketing Strategy)
4. [S.W.O.T. Analysis](#) (Strengths, Weaknesses, Opportunities, Threats)
5. Target Market and Competitive Position
6. Develop Appropriate Marketing Strategy
7. 4 P's (Product, Price, Place, Promotion) and how they relate to the Mission.
8. Identify key marketing problems and rank them.
9. Develop alternative strategies.
10. Chose one "best" alternative strategy and explain why you chose that option.
11. Recommend implementation procedure.

## Course Schedule

- July 7 - CH 1. Marketing's Role in the Global Economy  
CH 2. Marketing's Role within the Firm or Nonprofit Organization  
Appendix A  
Group/Class Exercise and Video
- July 14 - CH 3. Finding Target Market Opportunities with Market Segmentation  
CH 4. Evaluate Opportunities in the Changing Marketing Environment  
CH 5. Getting Information for Marketing Decisions  
Group/Class Exercise
- July 21 - CH 6. Final Consumer and Their Buying Behavior  
CH 7. Business and Organizational Customers and Their Buying Behavior  
**Articles**, Video and Guest Speaker
- July 28 - CH 8. Elements of Product Planning for Goods and Services  
CH 9. Product Management and New-Product Development  
Group/Class Exercise, Articles and Mid-term Review
- August 4 - Mid-term Examination  
CHI 0. Place and Development Channel Systems  
CH 11. Logistics and Distribution Customer Service  
Group/Class Exercise
- August 11 - CH 12. Retailers, Wholesalers, and Their Strategy Planning  
CH 13. Promotion - Introduction to Integrated Marketing Communications  
Group/Class Exercise, Articles and Video

August 18 - CH 14. Personal Selling

CH 15. Advertising and Sales promotion

Group/Class Exercise, Articles and Video

August 25 - CH 16. Pricing Objectives and Policies

CH 17. Price Setting in the Business World

**Articles and Video**

September 1 - CH 18. Managing Marketing's Link with other Functional Areas

CH 19. Marketing Performance and Ethics: Appraisal and Challenges

**Group/Class** Exercise, Articles, Final Examination Review

September 8 - **Final Examination**

**Unfinished** Course Work (Articles/Cases)

Course/Instructor Review

**\*\* This is a tentative course schedule and is subject to change. Students will be informed of any changes.**