

F0'00
PM

BU 335
MANAGEMENT OF THE MARKETING PROCESS

Instructor: Brock Lawes, Assoc. Professor, School of Business

The course is the "study of the nature and importance of marketing; the nature of the producer and consumer (buyer & seller); extent of the forces behind markets; marketing functions; methods and channels of marketing; trends in marketing policies and methods".

The purpose of the course is to introduce and acquaint the student with the terminology, **concepts**, participants, and practices of marketing in the modern American context.

Text: ESSENTIALS OF MARKETING, A Global..... McCarthy & Perrault, 8th ED
Irwin Publishing, 2000

Requirements: A series of outside reading assignments from current periodicals requiring a response paper (5), (2) **case** study/marketing project to be presented in class orally and with a written report, a mid-term and a final. (see outline)

Grading: The grading system is in accordance with the University catalog. The grade weighting is as follows:

Attendance & participation	20%
Readings	20%
Cases/projects	20%
Mid-term	20%
Final	20%
	100%

Course Presentation: The course presentation will consist of lectures, class discussion, case/project presentations with class discussion, videos, and outside readings with write-ups.

The formats and methods for the cases/projects will be provided by the instructor; likewise for the outside readings' response papers.

Attendance, preparation, and participation are required in this course just as it would be in any business organization. You are allowed two unexcused absences during the term! (except Accel. Program classes)

Notes:

OUTLINE

Readings & lectures will be in sequence from the text sections and chapters as shown. Exact dates for midterm/final, the assignments, and case reports will be determined.

Marketing's Role

Chs. 1 & 2 plus Appendix A
Case selection

Market Opportunities & Information

Chs. 3,4 & 7

Buyer Behavior. Consumer & Business

Chs. 5,6

Product

Chs. 8,9

MID-TERM

Place

Chs. 10,11,12

Promotion

Chs. 13,,14,15

Price

Chs. 16,17 & Appendix B

Marketing Planning

Ch. 18

FINAL: ALL ASSIGNMENTS IN?

*Select an article from a current periodical or journal dealing with marketing, read it and write up a response paper of no more than 2 type-written, double-spaced pages, to be submitted NLT the last class meeting of each week - 5 articles total.

**Videos related to each of the subject areas above will be shown thru-out the course and discussed as part of the class.

W Each student will select (2) case from those in the text for oral presentation and write-up. First come, first served for case selection. The presentation order will be determined once the case selections are known - it will be in the numerical order as they occur in the text. Pick a case that interests you based on the company, its products, the situation, etc. The case write up is due NLT one week after the oral presentation except for those cases presented in the final week of the course.

* **Writing Proficiency**

Writing is an integral part of academic life at Chaminade. Students are expected to write prose that is correct and appropriate to their purpose and audience. Furthermore, by the time of graduation, they must be able to demonstrate competency in communicating in writing to both specialists in their field and to the general public. To this end, 211 appropriate courses at Chaminade have writing requirements.

WRITING STANDARDS

All work submitted by Chaminade University students must meet the following writing standards. Written assignments failing to meet these standards will not be accepted, unless other criteria have been specified for a particular assignment.

1. Written assignments should use correctly the grammar, spelling, punctuation, and sentence structure of Standard Written English.
2. Written assignments should develop ideas, themes, and main points coherently and concisely.
3. Written assignments should adopt modes and styles appropriate to their purpose and audience.
4. Written assignments should be clear, complete, and effective.
5. Written assignments containing material and ideas borrowed from sources should carefully analyze and synthesize that material. In addition, the sources of the borrowed material should be correctly acknowledged.

*Chaminade University Undergraduate Catalog,

**Chaminade University Graduate Catalog,