

MARKETING COURSE OUTLINE

Course Title/NR: Management of Marketing Process/BU 335
Location/Term: Schofield Barracks/Fall 2000

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Dates: Oct.5, 2000 - Dec. 14, 2000
Times: Thursday Evening. - 5:30pm to 9:40pm

Text: Essentials of Marketing
The McGraw-Hill Companies, Inc.
D. Perreault, Jr., & E.Jerome MCarthy-
8th ed. (C. 2000)

COURSE DESCRIPTION:

A general introduction to fundamental marketing principles, concepts, and terminology. The course is broken into two main phases. The first seven chapters introduce marketing and provide a broad view of the marketing strategy planning process. They cover topics such as segmentation, differentiation, the marketing environment, and buyer behavior, as well as how marketing information systems and research provide information about these forces to improve marketing decisions. The second half of the text goes into the details of planning the four Ps, with specific attention to key strategy decisions in each area. Integration of marketing with other activities of the business enterprise, global issues, and business ethics will also be discussed as they arise through class interaction.

OBJECTIVES:

The objectives listed in the front of each assigned chapter will serve as a guide for directed study. However, generally stated, students will have the opportunity to reach at least the following three objectives:

1. To develop a framework for understanding basic concepts, practices, and terminology of modern-day marketing.
2. To critically review buyer behavior and its impact on both producer and consumer.
3. To develop a basic tool-chest for strategic decision making as a future manager in any field.

TEACHING METHODOLOGY:

With the intention of moving away from a lecture-listen format toward a more student driven learning experience, the questions for discussion at the end of each chapter will be the focus of class interaction. Therefore, students should plan on reading the assignments prior to class and be prepared to verbally answer questions during class time.

Where possible, overhead transparencies, videotapes, and other audiovisual aids will be used to illustrate concepts and practices.

EVALUATIONS:

<u>Type</u>	<u>Total possible points</u>
Exam #1	25 points
Exam #2	25 points
15 Assigned Questions or 3 short case studies	15 points
1 Final Team project Strategic Case Study Analysis With class presentation	35 points
Total	100points

Exams 1 & 2 include a mix of questions to evaluate recognition, understanding, and integration of basic marketing principles, concepts, and terms. A selection of multiple choice, true/false, matching, fill-in-the-blank, and short essay questions may be used. A total of 50 possible points.

Note: Due to the condensed nature of this course, make-up exams are not a practical option. Please plan on taking exams on the scheduled date. Only extreme circumstances will qualify as an exception subject to instructor discretion. Extra credit work is not an option to increase grade points.

Assigned Questions: Or 3 short case studies
As indicated in the syllabus, 2 to 3 end-of-chapter questions will be assigned at the end of various class meetings to reinforce reading assignments.
1 point per question, a total of 15 points.
Or 5 points per case, a total of 15 points.

Team Projects:

Teams of 2 to 3 students will each select one of five strategic case studies to read, analyze, and present in accordance with a Case Study Analysis Outline.

The written analysis is worth 25 points and the verbal presentation is worth 10 points. All students are required to participate in a fair share of the verbal presentation and submit the completed written analysis in clear, concise, typewritten English at the end of their presentation.

Note: The score for any written **assignment being turned in** after the due date will be reduced by thirty percent. A report being turned in after the last scheduled day of class will be assigned a score of zero.

Attendance & Participation:

As in any business enterprise, attendance and active participation is a minimal expectation. Students are responsible for staying up to date on all assignments. If an absence is absolutely necessary please clear it with the instructor to avoid a 2-point reduction for each unexcused absence.

GRADING SCALE:

< 60% = F> 60-69% = D> 70-79% = C> 80-89% = B> 90-100% = A

ACADEMIC HONESTY:

No Students may give, or receive help from another during examinations, may not hand in, or cause to be handed in, another's work as his/her own, nor engage in plagiarism in any form. Plagiarism is defined as copying or quoting the written work of an author without giving appropriate credit, and/or paraphrasing an author's work for the sole purpose of avoiding giving him/her credit.

CLASS SCHEDULE:

05 Oct. Thur. 1.Intro, expectations and goals.
Assignment: Read Chaps.1 & 2

12 Oct. 2. Chaps. 1 & 2 -- Video
Assignment: Read Chaps.3 & 4
Assigned questions or Case Study-1

19 Oct. 3.Discussion of answers or Case Study-1
Chaps. 3 & 4 Video
Assignment: Read Chaps. 5 & 7

26 Oct. 4. Chaps 5 & 7 Review for Exam
Exam. #1
Assignment: Read Chaps. 8 & 9
Assigned questions or Case Study-2

02 Nov. 5.Discussion of answers or Case Study-2
Chaps. 8 & 9
Assignment: Read Chaps. 10 & 11

09 Nov. 6. Chaps. 10 & 11
Assignment: Read Chap.13
Assigned questions or Case Study-3

16 Nov. 7.Discussion of answers or Case Study-3.
Assignment: Read Chaps 16 & 17. Prepare for Exam. #1

30 Nov. 8. Chaps 16 & 17 Review
Exam #2
Assignment: Prepare Case Study Analysis

07 Dec. 9.Return Exams and Provide Feedback.

Prepare Case Study Analysis
and presentation.

14 Dec. 10.**Final Presentations**

CASE STUDY ANALYSIS OUTLINE

- I. Introduction: A brief summary background of the case.
 - a. Describe relevant historical data.
 - b. Identify the players in the case.
 - c. Describe the circumstances currently under investigation.
 - d. Clarify any significant or unusual terms, data, or issues.

- II. Identify the central issue, the most critical problem or challenge, or the most important opportunity apparent from analyzing the case.

- III. Offer or examine two to three alternative courses of action that would resolve or take advantage of item

- IV. Select the best alternative course of action and explain why it has the biggest likelihood of success.

- V. Recommend the best course of implementation for your solution. Include the following items if possible.
 - a. Suggest what should be done.
 - b. **When** it should be done.
 - c. **Who** should have responsibility for completion.
 - d. Suggest how it should be accomplished.
 - e. **Estimate** cost of implementation.
 - f. **Estimate** return on investment.
 - g. **Implications** of not implementing this solution.
 - h. **Contingency** plan for potential threats. "What ifs"
 - i. **Monitoring** plan for adjustment or exit to this course of action.