

Chaminade University
Management of the Marketing Process: BU 33501
Fall 2001, TR, 8:00-9:20, H225

Instructor: Margaret L. Friedman, PhD
Office: Keiffer 14-BB
Phone: 739-4608 (O), 946-9126 (H)
[Email: mfriedma@chaminade.edu](mailto:mfriedma@chaminade.edu)
Office Hours: TR: 11:00-noon, MW: 2:00-3:00, or by appointment

Course Overview:

The content of this course is comprehensive in order to introduce to you to the multifaceted role of marketing in an organization. The marketing function will be studied from both a theoretical and a practical point of view. The goal will always be to understand how the theories are actually applied in the real world of business. Marketing activities are numerous and diverse in scope. Therefore, your challenge will be to understand how all the various activities fit together to create effective marketing strategies.

Course Objectives :

Each and every one of you already has a wealth of experience with marketing activities because you are all consumers and have been for a long time. You are the "target" of marketing strategies. You will probably often be surprised at what goes on "behind the scenes" in terms of the type and amount of planning, research, analysis and creative effort that is needed for marketers to be successful in the long run. By the end of the semester you will:

- be able to apply the concepts, theories, models and "jargon" common in the field of marketing
- understand the fundamental elements of marketing--product planning, pricing, promotion and distribution
- appreciate the dynamic forces in the environment that have the potential to strongly influence the nature of marketing strategies
- understand the fundamental importance and basic methodologies of market research
- understand how marketers analyze consumer behavior and consumer psychology
- be sensitive to basic ethical issues related to marketing activities
- be competent in studying actual marketing situations and developing logical and compelling analyses/critiques of marketing strategies

Texts:

Essentials of Marketing, William D. Perreault, Jr. and E. Jerome McCarthy, Irwin McGraw-Hill, 8th edition, paper and accompanying Applications in Basic Marketing, 2000-2001 edition

Positioning: The Battle for Your Mind, Al Ries and Jack Trout, McGraw-Hill Professional Publishing, 2nd edition, 2000, paper

Requirements and Grading Procedures :

- 2 "midterm" exams (short answer format), worth 20% each for a total of 40%
- final exam (comprehensive), worth 20%
- 2 Real World Marketing Analyses, worth 10% each for a total of 20%
- "Marketing Myopia" written interpretation, worth 20%

Final grades will be determined as a weighted average of what you earn on the assignments listed above. The customary designation of A for EXCELLENT work, B for ABOVE AVERAGE, C for AVERAGE, D for BELOW AVERAGE and F for FAILURE will be used. So, if you earn a C on the first exam, B on the second, B on the final, C on the first Real World Analysis and an A on the second, and an A for the Marketing Myopia analysis your final average would be $(2 \times .2) + (3 \times .2) + (3 \times .2) + (2 \times .1) + (4 \times .1) + (4 \times .2) = 3.0$, a B for the course.

Real World Marketing Analysis involves finding an article in the popular current (from over the past week or so to yesterday!) business press and analyzing the situation described in the article in terms of what you are learning about marketing in class. Your article must come from one of the following sources: *Business Week*, *The Wall Street Journal*, *Fortune*, *Forbes*, *Advertising Age*, *American Demographics*, or *Sales and Marketing Management*. Your written analysis Should be limited to 1 word-processed, double-spaced page which includes at least 3 specifically identifiable points that relate the situation described in the article to what you are learning about marketing. These points should be tied together in support of the theme/thesis/lesson you conclude from the article. You do not need to summarize the article for my benefit, as you will attach a copy of the article to your one-page analysis so that I can evaluate how well you are able to apply what you are learning to the real world. Specifically, your analysis will be graded on the basis of the relevance and substance of the article you choose, your ability to apply what you are learning to the example, your ability to extract an important theme/thesis/lesson from the example, and the clarity with which you express yourself, including "sounding" like a marketer.

"Marketing Myopia" Interpretation involves reading one of the most popular and enduring articles written about marketing and demonstrating your understanding of its important points in terms of what you have learned about marketing. Your interpretation will be graded on the basis of the relevance and appropriateness of your comments (you pick out what is most important in the article and connect it correctly to what you have learned), your ability to express your ideas using marketing terminology, and the clarity with which you express your thoughts, including how well you organize your ideas into a coherent whole. Your interpretation should be no longer than 5 double-spaced, word-processed pages.

Miscellaneous Information

- Pay attention to exam dates and due dates for assignments. Make-up exams are allowed only in the event of a physician-excused absence and late assignments will be down-graded if handed in late.
- Please keep pagers and cell phones in the off position during class.
- Please do not be shy during the semester about seeing me during my office hours, or making an appointment to see me at our mutual convenience. If you have a problem or questions that are better addressed outside the classroom, DO NOT WAIT to see me until the end of the semester when it may be too late to "fix" whatever needs fixing. Also, I will be setting up short "get to know you" meetings with each of you early in the semester.
- It is suggested that you at least skim the chapters assigned BEFORE class. You do not need to spend a lot of time studying the reading assignment in the textbook prior to class, but you should have an idea of the topics Covered So that you are prepared for what is discussed in class. After class, then, it would be a good idea to look at the reading assignment in greater depth. Lectures will not be a review of what you read, but will expand on and even cover topics not discussed in the text. Hence, attendance is quite important, especially in terms of being prepared for exams. (NOTE: You should, however, read the assigned application articles completely, as we will use them as a basis for class discussion.)
- There is no extra credit work available in the course. Do your best on the assignments and then there is no need for extra credit.

Course Calendar

Date	Topic	Assignment
T 8/28	Course Overview	
R 8/30	What is Marketing...?	Text: Ch 1, Ch 2
T 9/4	"To Avoid a Trampling...."	handout
R 9/6	Segmentation/Targeting/Positioning	Text: Ch 3, Application: p. 22-39
T 9/11	continued	<i>Positioning:</i> Ch 1-13
R 9/13	continued	<i>Positioning:</i> Ch 14-25
T 9/18	Marketing Environment	Text: Ch 4
R 9/20	continued	Application: p.42-61
T 9/25	EXAM I	
R. 9/27	Consumer Behavior	Text: Ch 5
T 10/2	continued	Application: p. 64-84
R 10/4	Market Research (REAL WORLD #1 DUE)	Text Ch 7
T 10/9	continued	Application: p. 86-101
R 10/11	Marketing Mix: Product	Text: Ch 8, Ch 9
T 10/16	continued	Application: p. 104-126
R 10/18	Marketing Mix: Place	Text: Ch 10, Ch 12 p. 266-280
T 10/23	continued	Application: p. 128-150
R 10/25	Marketing Mix: Price	Text: Ch 16, Ch 17
T 10/30	continued	Application: p. 172-194
R 11/1	EXAM II	
T 11/6	Marketing Mix: Promotion	Text: Ch 13
R 11/8	Promotion Mix: Advertising (REAL WORLD #2 DUE)	Text: Ch 15
T 11/13	continued	
R 11/15	Promotion Mix: Personal Selling	Text: Ch 14
T 11/20	continued	Application: p. 152-170
R 11 '22-23	THANKSGIVING HOLIDAY	
l 11/27	Marketing Planning	Text: Ch 18
R 11/29	continued	Application: p. 196-217
T 12/4	Marketing Myopia Interpretation DUE	
R 12/6	Summary and Review	

FINAL EXAM: Tuesday, 12/11 @ 8:00-10:00 am

The course calendar is subject to additions, changes and deletions as necessary.