

Chaminade University
Management of the Marketing Process: BU 335 01
Fall 2002, TR, 8:00-9:20, H227

Instructor: Margaret L. Friedman, PhD

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Office Hours: M, W, F: 9:00-noon; T, R: 11:00-1:00; or by appointment

Course Overview:

The content of this course is **comprehensive** in order to introduce to you to the very broad role of marketing in an organization. The marketing function will be studied both from a **theoretical** and from 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" (terminology) 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
- be a more competent consumer

Texts:

Marketing, An Introduction, Gary Armstrong and Philip Kotler, Prentice Hall, 2003/6e, paperback

Requirements and Grading Procedures:

- 2 exams: a midterm and a final, each worth 20% for a total of 40% of your final grade
- 4 Real World Marketing Applications quizzes, each worth 10% for a total of 40% of your final grade
- 2 Marketing in the News articles and accompanying commentary, each worth 10% for a total of 20% **OR** Service Learning Option worth 20% of your final grade

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.

Exams are short answer format. You will be given an article to read from a well-known source such as The Wall Street Journal or Business Week. Then you will be asked to relate the article to specific concepts you have been learning about marketing. You will be evaluated on the basis of your understanding of these basic concepts and how well you understand how they are illustrated in a real world example provided in the article.

Marketing in the News article and commentary involves finding an article in the popular current 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 2 word-processed, double-spaced pages which include 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. Hence, the first paragraph of your commentary should clearly state the lesson or thesis you think the article teaches about marketing. Then each of the paragraphs that follow (at a minimum, three of them) will deal with a specific point about marketing that is illustrated in the article and that ties in with and supports the thesis you are advancing in the first paragraph of your analysis. Your commentary will end with a short summary statement that reiterates the lesson and how the article is relevant to marketers. You do not need to summarize the article for my benefit, as you will attach a copy of the article to your 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.** These analyses may be turned in anytime during the semester, but are absolutely due by Tuesday, 11/26.

Service Learning Option involves contributing at least 20 hours of your time to a nonprofit/charitable organization or to the philanthropic efforts of a for-profit business. You should keep a journal documenting the amount of time you spend volunteering as well as the nature of your contribution. You should pay close attention to how your time is spent in the organization both with respect to marketing effectiveness AND with respect to the manner in which the experience changes you. In terms of marketing effectiveness: Is the organization effective in its attempts to create satisfying exchanges with volunteers, with clients, with community members, etc. Is the organization customer focused? How could an understanding of basic marketing principles help the organization be more successful? In terms of how the experience changes you: What did you learn about yourself from this experience? How did the experience affect your personal values? How do you think your behavior will change in the future based on this experience? What did the experience teach you about social responsibility? You will report your reflections in a short paper (maximum of 5 double-spaced, word-processed pages) that addresses the types of questions noted above. Your reflection paper will be evaluated on the basis of the **relevance of the charitable activity chosen, your ability to apply what you are learning about marketing to the experience, your ability to extract important personal/spiritual lessons from this experience and the clarity with which you express yourself, including spelling grammar, organization and creativity.** This paper is due on Thursday, 12/5, or before.

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. 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.
- There is no extra credit work available in the course.
- Attendance is not calculated quantitatively as a part of your final grade. However, you will find that tests and quizzes focus on what we cover in class. Also, if your final average computes to a borderline figure, say 2.4, I will use attendance as well as the pattern of your grades on the various assignments (I look for steady improvement) to help me decide whether a C or a B best reflects your standing in class.

Course Calendar

| <u>Date</u> | <u>Topic</u> | <u>Assignment</u> |
|-------------|---|----------------------------|
| T 8/27 | Course Overview | Syllabus, assessment |
| R 8/29 | What is Marketing...? | Text: Ch 1 |
| T 9/3 | Marketing Application example | "To Avoid a Trampling...." |
| R 9/5 | Marketing and the Internet | Text: Ch 3 |
| T 9/10 | The Marketing Environment | Text: Ch 4 |
| R 9/12 | Marketing Application Quiz #1 | |
| T 9/17 | Marketing Information | Text: Ch 5 |
| R 9/19 | continued | |
| T 9/24 | Consumer Behavior | Text: Ch 6 |
| R 9/26 | Marketing Application Quiz #2 | |
| T 10/1 | Market Segmentation, Targeting, Positioning | Text: Ch 7 |
| R 10/3 | continued | |
| T 10/8 | Marketing Mix: Product/Service Strategy | Text: Ch 8, Ch 9 |
| R 10/10 | continued | |
| T 10/15 | Midterm Exam | |
| R 10/17 | Marketing Mix: Price Strategy | Text: Ch 10 |
| T 10/22 | continued | |
| R 10/24 | Marketing Mix: Distribution Strategy | Text: Ch 11 |
| T 10/29 | continued | |
| R 10/31 | Retailing | Text: Ch 12, 433-456 |
| T 11/5 | Marketing Application Quiz #3 | |
| R 11/7 | Marketing Mix: Marketing Communications | Text: Ch 13 |
| T 11/12 | continued | |
| R 11/14 | Direct Marketing | Text: Ch 14, 533-end |
| T 11/19 | Marketing Application Quiz #4 | |
| R 11/21 | Marketing Planning | Text: Ch 2 |
| T 11/26 | Ethical Issues and Marketing | Text: Ch 16 |
| T 12/3 | continued | |
| R 12/5 | Summary and Review | assessment |

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

The course calendar is subject to additions, changes and deletions as necessary. Additional short readings will be assigned as appropriate to the topics we are covering in class, as well as illustrative of what is going on in the real world of marketing. These readings will help prepare you for the format of the application quizzes, your marketing in the news assignment and exams. All of these assignments are designed to help you understand how what you are learning in class "happens" in the real world.