

Chaminade University  
Management of the Marketing Process: BU 335 01  
Spring 2002, TR, 8:00-9:20, H221

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: M, T, W, R: 10:00-noon, 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 informed and thoughtful consumer

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

Requirements and Grading Procedures:

- 2 exams: a midterm and a final, each worth 20% for a total of 40%
- 4 Real World Marketing Applications quizzes, each **worth** 10% for a total **of 40%**
- 1 Marketing in the News article and accompanying commentary, worth 10%
- 1 American Shopper Field Research Project, worth 10%

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 final, C on the first Real World Marketing Applications quiz, C on the second, B on the third and A on the fourth, an A on the Marketing in the News article and accompanying commentary, and an A for the American Shopper Field Research Project, your final average would be  $(2 \times .2) + (3 \times .2) + (2 \times .10) + (2 \times .10) + (3 \times .10) + (4 \times .10) + (4 \times .10) + (4 \times .10) = 2.9$ , a B for the course.

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 (from over the past year 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 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. Your commentary will end with a short summary statement that reiterates the lesson and how the article illustrates its relevance 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.

The American Shopper Field Research Project involves observing consumers very closely in their "natural environment" and finding some aspect of their behavior that would be useful for marketers to know. You will be given a short article entitled "The Science of Shopping" about a man who does just such research for a living. His findings are sought after by many major consumer goods marketers. This article will help you understand how noticing seemingly simple consumer behaviors can have profound effects on marketers' success (or lack of it). You will report your observations and their marketing implications in a short paper (3 pages maximum). Your effort will be graded on the basis of the relevance and substance of the behavior you observe, your ability to connect that behavior with appropriate marketing response, and the clarity with which you express yourself, including **"sounding" like a marketer.**

#### 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.
- 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.
- 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 weighted 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

Date	Topic	Assignment
T 1/15	Course Overview	
R 1/17	What is Marketing...?	Text: Ch 1, Ch 2
T 1/22	Marketing Application example	"To Avoid a Trampling...."
R 1/24	Segmentation/Targeting/Positioning	Text: Ch 3, Application: p. 22-39
T 1/29	continued	
R 1/31	Marketing Application Quiz #1	
T 2/5	Marketing Environment	Text: Ch 4, Application: p. 42-61
R 2/7	Consumer Behavior	Text: Ch 5
T 2/12	continued	Application: p. 64-84
R. 2/14	Marketing Application Quiz #2	
T 2/19	Market Research	Text: Ch 7
R 2/21	continued (The Science of Shopping)	Application: p. 86-101 (note #36)
T 2/26	Marketing Mix: Product	Text: Ch 8, Ch 9
R 2/28	continued	Application: p. 104-126
T 3/5	Midterm Exam	
R 3/7	American Shopper Field Research (no class)	
T 3/12	Marketing Mix: Place	Text: Ch 10, Ch 12 (p. 266-280)
R 3/14	continued (Field Research Report due)	Application: p. 128-150
T 3/19	Marketing Mix: Price	Text: Ch 16 to p. 378
R 3/21	continued	Text: Ch 17 p. 405-410, Application: #74 & #81
3/25-3/29	SPRING BREAK	
T 4/2	Review <del>and</del> Catch-up	
R 4/4	Marketing Application Quiz #3	
T 4/9	Marketing Mix: Promotion	Text: Ch 13, Ch 15
R 4/11	continued	Application: p. 152-170
T 4/16	Marketing Planning	Text: Ch 18
R 4/18	Marketing Application Quiz #4	
T 4/23	Ethical Issues and Marketing	Application: p. 220-end
R 4/25	continued	
T 4/30	Bonus: Internet Marketing	
R 5/2	<del>Summary</del> and Review	

FINAL EXAM: Tuesday, 5/7 @ 8:00-10:00 am

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