

Dixie State University

Udvar-Hazy School of Business



MKTG 3010 – Marketing Principles

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This information is current for a period of **90 days** from the date of issue.

Course Outline

Class Time: GEDDES: Section 01=MWF 10:00-10:50; Section 03=TR 4:00-5:15

ANDERSON: Section 02=TR 2:30-3:30

The **Dixie State University** course outline provides the instructional framework for the course. By carefully reviewing the course outline, you will be able to formulate a study plan that will effectively guide you through the course to its completion.

This is a blended course (Tuesday/Wednesday lecture). This does NOT mean that you have Thursday off; instead, it means that I have graciously given you free time to complete the weekly assignments. Each week, you will be required to read various chapters, complete quizzes, and submit a post in the discussion thread that relates to your reading and final “City of Influence” Marketing Plan Project (**COI/MPP**) that you will be working on throughout the 16-week semester. You may also be required to complete a total of three exams and complete several hours in the SUMR Customer Relation Center. We will discuss this in detail in class.

I have organized Canvas in order to best help you complete these tasks. The course has been divided up into 16 weeks. Each week will list the reading objectives along with the assignments that are due. Almost all assignments will be submitted in Canvas. As you progress through the course, please take special note of the due dates as I will NOT accept late work.

Course Objectives

This course strives to achieve the following objectives:

- To introduce who marketers are and where they work and understand marketing’s role in the firm
- To define what marketing is and how it provides value to everyone involved in the marketing process
- To explore the strategic marketing process, including the steps involved in developing an effective marketing program
- To discuss the range of services and goods that are marketed
- To explore what is involved in marketing planning

- To summarize how marketing research is conducted, and describe how an organizations identifies market segments and target markets
- To describe the factors that marketers consider when setting prices for their products, and describe the pricing process
- To develop the effects of technology on marketing, including the use of the Internet and customization to manage customer relationships

Course Description

MKTG 3010 Marketing Principles is an introduction to the study of marketing. This class will explore the many topics and concepts involved in the World of Marketing. The purpose of this course is to provide you with a basic background in the broad field of marketing. It examines the processes that direct the planning and execution of the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives.

This course will provide a comprehensive survey of the fundamental concepts, principles, and skills used in marketing. Whether you are taking this course as part of your academic study, for career development, or simply because you are interested in the subject, you will find this course both interesting and useful.

Marketing is all around us. From the AMA's 2007 definition of marketing we learn that "**Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.**" Marketing involves delivering value to everyone affected by a transaction.

Organizations seek to ensure their long-term profitability by identifying and satisfying customer needs and wants through a transaction or an exchange that creates value. In the course of this process, organizations find and keep satisfied customers.

Course Overview, Grading, and General Information

Marketing is vital to those organizations, large or small, for-profit or nonprofit, local or international. In this course, you will learn how marketing managers develop strategy, research consumer needs, and identify target markets.

In addition to covering the importance of global marketing and e-commerce, this course will explain how to satisfy market opportunities with the "4 Ps"—product, price, promotion, and place. This course also offers practical tips used by professional marketers, including how to develop new products, set prices, select distribution channels, and create effective ad campaigns. This course enables you as students to experience marketing from the perspective of *real people* who make *real decisions* at leading companies every day. *I welcome you to your introduction to marketing!*

Grading: Grades are based upon the following:

Discussions (overview below - 20% of your grade)

COI/MPP (Overview provided in class - 30% of your grade)

Weekly Quizzes (20% of your grade)

Participation (20% of your grade)

Service Hours (Overview provided in class - 10% of your grade)

93-100 % = A	90-92 % = A-
87-89 % = B+	80-86 % = B
77-79 % = C+	70-76 % = C
67-69% = D+	60-66% = D

IMPORTANT NOTICES:

- **Testing Information:** This course uses **Online Exams/Quizzes**. All exams/quizzes will be taken in the Testing Center (unless otherwise instructed) and are open book with a time limit of 2 hours.
- **Late Policy:** I will NOT accept any late work. No partial credit will be given for late assignments. I have

provided you with a schedule that will help you avoid missing deadlines. I recognize that emergencies do happen and for this reason, I recommend completing all assignments at the beginning of each week.

There are some special cases that I will consider, but they must be discussed with me personally.

- The instructor for this course allows students one term for course completion.
- **WebCT E-Mail Account:** All students in the Online courses are automatically assigned an WebCT e-mail account after you have officially registered for this course.
- **Learning Disabilities:** If you have a documented disability or suspect that you have a learning problem and need reasonable accommodations, please contact the Disability Resource Center at the Student Services Center (phone: 435-652-7516) or e-mail sdial@dixie.edu

COI Marketing Plan Project – Graded Assignment

Note: This is a SUMR driven course and students may be working directly with SUMR clients to complete their final project. The Dixie State University SUMR program will assist in identifying fitting (businesses) clients for each individual.

This semester, each person will complete a COI Marketing Plan Project (COI/MPP). Generally speaking a comprehensive and more traditional marketing plan is an excellent tool to guide your company's strategy. The elements regarding the concepts of the "City of Influence" will be discussed in greater detail in course lectures, postings, and other material provided by the instructor. The final paper (project) will NOT be a formal marketing plan; however, elements of a marketing plan will be included. Details of this project will be provided throughout the course.

The selection of your business will come from a list created by Dixie State University Director of the SUMR program.

This paper will not be graded by length, rather by your ability to demonstrate thorough coverage. Generally speaking you should be able to complete this task within 20 pages, double-spaced, 1" margins, 12 pt. font, with at least three legitimate sources in your bibliography (non annotated work cited). The details surrounding the content deliverable for this paper will be provided prior to your receipt of the business list that you will use for your selection from the SUMR program.

Discussions

Throughout this course, you will be required to participate in weekly discussions on canvas. These discussions will be based off of your reading and relate directly to your COI/MPP. If you take these discussions seriously, you should be able to use all of the information that you have gathered to create an exceptional final project.

Each week, you will be required to submit your initial discussion post by Wednesday at 11:59 pm. You are required to read at least three student posts and reply to each with an intellectual response (due that following Sunday at 11:59 pm). Your comments should NOT be something like "I agree" or "Nice work". For example, if you agree with the post, your comment should include additional supporting information and if you disagree with the post, explain why. To receive full credit, you are required to provide helpful information and aim for scholarly replies.

Textbook Descriptions

MKTG⁶, LAMB, HAIR, MCDANIEL, Thompson/Southwestern, 2012-13, ISBN: 978-1-133-190110

City of Influence, STEWART, 2012, ISBN: 9780985804022

A highly readable marketing text, *MKTG* presents many unique ideas, not available in other academic marketing textbooks. This textbook is also unique in that it sells to you at a very low rate (comparatively speaking).

Examinations

There will be a total of three exams throughout the semester. They will be true/false and multiple choice. The exams are to be open-book and you will each have a two hours time limit. You may use the textbook or written notes to assist you with taking the exams. You will not need a calculator.

Subject Areas of Emphasis

To meet the objectives of this course, you are responsible for reading assigned chapters in the textbook. To focus your study on the most relevant aspects of the subject matter, certain sections of the textbook have been emphasized. Please focus your study on the following chapter subject areas of emphasis to fully meet the requirements of the course:

Section One (Exam 1):

- Chapter 1 – Overview of Marketing
- Chapter 2 – Strategic Planning for Competitive Advantage
- Chapter 3 – Ethics and Social Responsibility

Section Two (Exam 2):

- Chapter 8 – Segmenting and Targeting Markets
- Chapter 9 – Marketing Research
- Chapter 13 – Supply Chain Management

Section Three (Exam 3):

- Chapter 14 – Marketing Channels and Retailing
- Chapter 17 – Personal Selling and Sales Management
- Chapter 19 – Pricing Concepts/Setting the Right Price
- Chapter 20 – Setting the Right Price

Span of Important Objectives

- To explore what is involved in marketing planning
- To summarize the strategic planning process
- To explain why marketers scan an organization's external business environment
- To describe what strategic, functional, and operational planning is within the business environment
- To describe the ethics, and social responsibility
- To summarize the strategies a firm can use to enter global markets
- To develop the marketing research processes
- To explore the differences among exploratory, descriptive, and causal research and describe some research techniques available to marketers
- To define consumer behavior and explain the reasons why consumers buy what they buy
- To summarize how consumers' relationships with other people influence their decision-making processes
- To develop the steps in the consumer decision process: problem recognition, information search, evaluation of alternatives, product choice, post purchase evaluation
- To outline the need for market segmentation in today's business environment
- To explain the different dimensions marketers use to segment consumer and industrial markets
- To show how a firm develops and implements a positioning strategy
- To explain the importance of new products
- To list and explain the steps in developing new products
- To explain how firms manage products throughout the product life cycle
- To discuss how branding creates product identity and describe different types of branding strategies
- To explain the importance of pricing and how prices can take both monetary and nonmonetary forms
- To discuss marketing strategies for services
- To outline the role of marketing communications
- To explain guerilla marketing, viral marketing, buzz, and hype
- To explain integrated marketing communications and its characteristics
- To list the elements of the promotion mix and describe how they are used to deliver personal and mass appeals

- To tell what advertising is and describe the major types of advertising
- To explain pricing of products and services
- To define customer relationship management
- To understand interactions with the current customer base
- To explain the process of leveraging customer information throughout the organization

Supplemental Reading List

The information below is a list of exceptional supplemental resources to aid you in mastering the subject for this course. Although exam material will not be based on the supplemental data and reviewing the available resources is completely **optional**, **Dixie State University** business faculty encourage all students to explore and expand their knowledge base in the subject area with supplemental material. Becoming familiar with and using the following resources is great way to accomplish this objective.

Listed below is a “general” list of optional readings that relate to the overall subject material:

Journals/Magazine Articles/Websites

- *Advertising Age*
- *Fortune*
- *Sales and Marketing Management*
- *Journal of Consumer Marketing*
- www.marketingpower.com
- www.wsj.com
- *Journal of Service Marketing*
- *Harvard Business Review*
- *Journal of Marketing*
- *Wall Street Journal*
- www.adage.com
- www.usatoday.com

Class Policies

Classrooms are special environments in which students and faculty come together to promote learning and growth. It is essential in these environments that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Disruptive behaviors, such as chatting during lectures, arriving late to class, sleeping, texting, web browsing, game playing, reading non-class material, and others listed in the DSC Student Rights and Responsibilities Code, are not permitted and may result in your removal from class. Repetitive or seriously disruptive behavior, such as fighting, using profanity or insults, making personal or physical threats, or damaging property, will be reported to Campus Security. As the instructor, it is my responsibility to determine whether any specific student is disrupting the learning environment.

University Information

Disability Statement:

Americans with Disabilities Act (ADA) Statement:

Students with medical, psychological, learning or other disabilities desiring reasonable academic adjustment, accommodations, or auxiliary aids to be successful in this class will need to contact the DISABILITY RESOURCE CENTER Coordinator (Baako Wahabu) for eligibility determination. Proper Documentation of impairment is required in order to receive services or accommodations. DRC is located at the ground floor of the Financial Aid Office. Visit or call 652-7516 to schedule an appointment to discuss the process. DRC Coordinator determines eligibility for and authorizes the provision of services.

Dmail:

You are required to frequently check your dmail account. Important class and University information will be sent to your dmail account, including DSC bills, financial aid/scholarship notices, notices of cancelled classes, reminders of important dates and deadlines, and other information critical to your success at DSC and in your courses. If you don't know how to access your dmail account, go to www.dixie.edu and select “Dmail” from the left column. To locate your dmail username and password, go to www.dixie.edu, and click on “Log in to students services” or the “My Dixie” button.

2013 Fall Semester (16 Week)

Aug 19 Classwork Starts

| Aug 22

Last Day to Waitlist

Dixie State University

Aug 23	Last Day to Add Without Signature		available online
Aug 28	Drop/Audit Fee Begins (\$10 per class)	Nov 1	Bachelor's degree Graduation Deadline - Spring 2014
Aug 28	Residency Application Deadline		
Sep 2	Labor Day	Nov 8	Last Day for Complete Withdrawal
Sep 3	\$50 Late Registration/Payment Fee	Nov 11	Spring Registration open to Seniors (90+ credits)
Sep 9	Pell Grant Census		
Sep 9	Last Day for Refund	Nov 12	Career Day
Sep 9	Last Day to drop without receiving a "W" grade	Nov 12	Spring Registration open to Juniors (60+ credits)
Sep 10	Courses dropped for non-payment	Nov 13	Spring Registration open to Sophomores (30+ credits)
Sep 13	Last Day to Add/Audit		
Oct 1	Associate's degree Graduation Deadline - Fall 2013	Nov 14	Spring Registration Open to All Students
Oct 9	Mid-Term Grades Due	Nov 27-29	Thanksgiving Break
Oct 10-11	Semester Break	Dec 6	Classwork Ends
Oct 14	Last Day to Drop Individual Class	Dec 9-13	Final Exams
Oct 21	Spring and Summer 2014 class schedules		