

Dixie State College

Hazy School of Business



MKTG 3010 - Marketing Principles

Online Course Outline

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This information is current for a period of **120 days** from the date of issue.

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Course Outline

The **Dixie State College** 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.

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. Marketing is defined as an organizational function and process for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Marketing is delivering value to everyone who is 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. Work will include textbook reading and four online proctored tests.

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:	93-100 % = A	90-92 % = A-
	87-89 % = B+	80-86 % = B
Four exams (worth 100 points @) . 400 pts	77-79 % = C+	70-76 % = C
One 4-6 page term paper..... 100 pts	67-69% = D+	60-66% = D

The designated course e-mail address is: verl@dixie.edu

IMPORTANT NOTICES:

- **Testing Information:** This course uses **Online Exams**. Use the exam links in WebCT to access the online exams.
- **To get started with your course:** visit the DSC web site at :www.dixie.edu/online/
- 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

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 Goals

At the end of this course, students should be able to:

- Explain value from the perspectives of the customers, producers, and society
- Discuss the basics of marketing planning and the marketing mix tools used in the marketing process
- Describe the evolution of the marketing concept
- Analyze the external environmental forces that can affect an organization's marketing program, and discuss ethical and social considerations in marketing
- Describe consumer and organizational buying behavior, and discuss issues that marketers consider when attempting to reach global markets and multicultural customers
- Explain how marketers develop new products to meet customer needs, and discuss the differences between managing goods and services
- Explain the concept of integrated marketing communications, describe several tools available for promotion, and explain how marketers develop, implement, and control a promotion program
- Analyze or develop a marketing strategy using the concepts and skills learned throughout this course

Textbook Description

MKTG, LAMB, HAIR, MCDANIEL, Thompson/Southwestern, 2009-10, ISBN: 978-0-324-78928-7

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 for only \$49.95.

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 subject areas of emphasis to fully meet the requirements of the course:

Section One

The World of Marketing

- Chapter 1 – An Overview of Marketing
- Chapter 2 – Strategic Planning for Competitive Advantage
- Chapter 3 – Social Responsibility, Ethics, and the Marketing Environment
- Chapter 4 – Developing a Global Vision

Section One 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

Section One Goals - At the end of this section, students should be able to:

- List and describe the elements of the marketing mix
- Discuss some of the important aspects of an organization's internal environment
- Explain what a mission statement is and why it is important within the business environment
- Explain the role of a SWOT analysis plays in the planning process
- Discuss the steps in the marketing planning process
- Discuss what importance a monopoly, an oligopoly, monopolistic competition, and pure competition is to marketers
- Explain how marketers apply ethical business behavior to the marketing mix
- Understand how economic, political, legal, and cultural issues influence global marketing strategies and outcomes
- Discuss business ethics and why it is important for organizations to adhere to ethical business behavior

Section Two

Understanding Consumers' Value Needs

The following chapters are required for completion of this section.

- Chapter 5 – Consumer Decision Making
- Chapter 6 – Business Marketing
- Chapter 7 – Segmenting and Targeting Markets
- Chapter 8 – Decision Support Systems and Marketing Research
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Section Two Objectives

- 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

Section Two Goals - At the end of this section, students should be able to:

- Describe the different types of data collection methods and types of consumer samples that researchers use
- Describe the advantages and disadvantages of telephone interviews, mail questionnaires, face-to-face interviews, and online interviews
- Explain the prepurchase, purchase, and postpurchase activities consumers engage in when making a decision
- Describe how internal factors influence consumers' decision-making process
- Explain how marketers evaluate and select potential market segments
- Explain how marketers develop a targeting strategy
- Describe what market segmentation is, and why it is an important strategy in today's market-place

Section Three

Creating the Value Proposition

The following chapters are required for completion of this section.

- Chapter 9 – Product Concepts
- Chapter 10 – Developing and Managing Products
- Chapter 11 – Services and Nonprofit Organization Marketing
- Chapter 12 – Marketing Channels and Supply Chain Management
- Chapter 13 – Retailing

Section Three Objectives

- 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

Section Three Goals - At the end of this section, students should be able to:

- Describe how firms develop new products
- Explain the roles packaging and labeling play in developing effective product strategies
- Describe the four characteristics of services
- To explain the product life cycle concept and summarize the stages of the product life cycle
- Describe the psychological, legal, and ethical aspects of pricing
- Discuss break-even analysis, marginal analysis, and explain how marketers use break-even and marginal analysis

Section Four

Communicating the Value Proposition

The following chapters are required for completion of this section.

- Chapter 14 – Integrated Marketing Communications
- Chapter 15 – Advertising and Public Relations

- Chapter 16 – Sales Promotion and Personal Selling
- Chapter 17 – Pricing Concepts
- Chapter 18 – Setting the Right Price

Section Four Objectives

- 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

Section Four Goals - At the end of this section, students should be able to:

- List and describe the elements of the promotion mix
- List and explain the steps in the development of an IMC Strategy
- Describe some of the methods firms use to develop marketing communications budgets
- Explain how marketers evaluate advertising
- Explain the important role of personal selling in the marketing effort
- List the steps in the personal selling process
- Describe the pricing strategy of products and services
- To explain how retail stores differ in terms of their merchandise mix

TERM PAPER – Graded Assignment

You are also to write a term paper on any topic of marketing. This paper should be 4-6 pages in length, double spaced, with at least three sources in your bibliography.

Supplemental Reading List

Provided following is a list of exceptional supplemental resources to aid you in mastering the subject of this course. Although exam material will not be based on the supplemental data and reviewing the available resources is completely **optional**, **Dixie State College** encourages all students to explore and expand their knowledge base in the subject material, which may assist in successful passage of the course.

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

Journals/Magazine Articles

- *Advertising Age*
- *Journal of Consumer Affairs*
- *Fortune*
- *Sales and Marketing Management*
- *Journal of Consumer Marketing*
- *Journal of Service Marketing*
- *Brandweek*
- *Harvard Business Review*
- *Journal of Marketing*
- *Wall Street Journal*

Websites

- www.marketingpower.com
 - www.adage.com
 - www.wsj.com
 - www.usatoday.com
- search Google

Examinations

Please Note: The examinations are available for students to take using Dixie State College's online testing software. They will be of a true/false or multiple choice format. The exams are to be open-book and you will have two hours to complete each exam. You may use the textbook or any notes you have taken to assist you with taking the examinations. You will not need a calculator, and math will not be a part of this exam.