

Dixie State College

Hazy School of Business



Bryon C. Geddes

Office: HAZY 303

Phone: (435) 879-4339

Office Hours: Check Office Door

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

MKTG 3010 (01)- Marketing Principles/Blended

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

Course Outline

Class Time: Wednesday, 1:00 pm – 2:50 pm.

Classroom: HAZY 219

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.

This is a blended course. This does NOT mean that you have the rest of the week off; it means that I have graciously given you free time to complete the weekly assignments. This is an 8 week course, so the work load will be heavy. Each week, you will be required to read 2 to 3 chapters, complete a quiz, and submit a post in the discussion thread that relates to your reading and marketing plan that you will be working on throughout the course. You will also be required to complete an exam every two weeks.

I have organized Canvas in order to best help you complete these tasks. The course has been divided up into 8 weeks. Each week will list the reading objectives along with the assignments that are due.

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 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.

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 - 30% of your grade) – 8 Discussions worth 10 points each

Marketing Plan (overview below – 20% of your grade) - 105 pts

Weekly Quizzes (20% of your grade) – 8 quizzes worth 10 points each

Exams (30% of your grade) – 4 exams worth 100 points each

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**. All exams will be taken in the Testing Center 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

MARKETING PLAN – 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 College SUMR program will assist in identifying appropriate (businesses) clients for each individual.

This semester, each person will complete a Marketing Plan. Marketing Plans are discussed on page 16, Chapter 2 of the textbook. Generally speaking a comprehensive marketing plan is an excellent tool to guide your company's strategy. Although not all parts of the plan will directly relate to your particular business, following a comprehensive marketing plan guideline will help you to make sure you've taken all factors into consideration when making decisions.

The selection of your business will come from a list created by Dixie State College's 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 10 pages, double spaced, 1" margins, 10 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 Marketing Plan. If you take these discussions seriously, you should be able to use all of the information that you have gathered to create an exceptional Marketing Plan.

Each week, you will be required to submit your initial discussion post by Wednesday at 11:59 PM. At that time, you will automatically be assigned three students posts to reply to. You are required to read those three posts and reply with an intellectual response. 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.

Textbook Description

MKTG⁵, LAMB, HAIR, MCDANIEL, Thompson/Southwestern, 2011-12, ISBN: 978-1-111-52809-6

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

Please Note: The examinations are available for students to take using Dixie State College's online testing software and are to be taken in the testing center on the main campus (with few exceptions). 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): The World of Marketing

- Chapter 1 – An Overview of Marketing
- Chapter 2 – Strategic Planning for Competitive Advantage

- Chapter 3 – Ethics and Social Responsibility
- Chapter 4 – The Marketing Environment
- Chapter 5 – Developing a Global Vision

Section Two (Exam 2): Analyzing Marketing Opportunities

- Chapter 6 – Consumer Decision Making
- Chapter 7 – Business Marketing
- Chapter 8 – Segmenting and Targeting Markets
- Chapter 9 – Decision Support Systems and Marketing Research

Section Three (Exam 3): Product Decisions, Distribution Decisions, & CRM

- Chapter 10 – Product Concepts
- Chapter 11 – Developing and Managing Products
- Chapter 13 – Marketing Channels
- Chapter 14 – Supply Chain Management
- Chapter 21 – Customer Relationship Management

Section Four (Exam 4): Promotion and Communication Strategies & Pricing Decisions

- Chapter 16 – Integrated Marketing Communications
- Chapter 17 – Advertising and Public Relations
- Chapter 18 – Sales Promotion and Personal Selling
- Chapter 19 – Pricing Concepts

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 College** 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

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| • <i>Advertising Age</i> | • <i>Journal of Service Marketing</i> |
| • <i>Fortune</i> | • <i>Harvard Business Review</i> |
| • <i>Sales and Marketing Management</i> | • <i>Journal of Marketing</i> |
| • <i>Journal of Consumer Marketing</i> | • <i>Wall Street Journal</i> |
| • www.marketingpower.com | www.adage.com |
| • www.wsj.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.

College 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 college 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.

2012 Summer Semester (8 Week Block)

Mar 19	Registration open to Seniors (90+ credits)
Mar 20	Registration open to Juniors (60+ credits)
Mar 21	Registration open to Sophomores (30+ credits)
Mar 22	Open Registration
Apr 30	Graduation Application Deadline
May 28	Memorial Day
May 29	Classwork Starts
May 30	Last Day to Add Without Signature
Jun 5	\$25 Late Registration/Payment Fee
Jun 7	Pell Grant Census
Jun 7	Last Day for Refund
Jun 7	Last Day to drop without receiving a "W" grade
Jun 11	Last Day to ADD Classes
Jun 11	Courses dropped for non-payment
Jun 25	Last Day to DROP/AUDIT Classes
Jul 4	Independence Day
Jul 6	Last Day for Complete Withdrawal
Jul 20	Classwork Ends
Jul 20	Final Exams

Schedule

Summer MKTG 3010 Schedule							
	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Week 1 (May 29th to June 3rd)			Discussion 1 Initial Post Due				Three Discussion 1 Replies; Week 1 (Ch 1-2) Quiz; Top 5 Businesses
Week 2 (June 4th to 10th)			Discussion 2 Initial Post Due				Three Discussion 2 Replies; Week 2 (Ch 3-5) Quiz; Exam 1
Week 3 (June 11th to 17th)			Discussion 3 Initial Post Due				Three Discussion 3 Replies; Week 3 (Ch 6-7) Quiz
Week 4 (June 18th to 24th)			Discussion 4 Initial Post Due				Three Discussion 4 Replies; Week 4 (Ch 8 -9) Quiz; Exam 2
Week 5 (June 25th to July 1st)	Start Creating Marketing Plan Outline		Discussion 5 Initial Post Due				Three Discussion 5 Replies; Week 5 (Ch 10, 11, 13) Quiz
Week 6 (July 2nd to 8th)	Start Working on Rough Draft of Marketing Plan		Discussion 6 Initial Post Due				Three Discussion 6 Replies; Week 6 (Ch 14-21) Quiz; Exam 3
Week 7 (July 9th to 15th)	Start Working on Final Draft of Marketing Plan		Discussion 7 Initial Post Due				Three Discussion 7 Replies; Week 7 (Ch 16-17) Quiz
Week 8 (July 16th to 20th)			Discussion 8 Initial Post Due		Three Discussion 8 Replies; Week 8 (Ch 18-19) Quiz; Exam 4; Final Marketing Plan		