



Stetson School of Business and Economics  
**BAA 605.A14: Marketing Concepts and Practices**  
**Summer I-2010**

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**COURSE:** BAA 605: Marketing Concepts and Practices  
**DAYS/TIMES:** Thursday : 6:00-10:15 PM  
**INSTRUCTOR:** Dr. Etienne Musonera  
**OFFICE LOCATION:** SSBE 210  
**OFFICE HOURS:** Tuesday 3:00 - 6:00 pm *or by appointment*  
Thursday 3:00 - 6:00 pm *or by appointment*

**OFFICE PHONE NUMBER:** (678) 547-6117; E-Mail: MUSONERA\_E@MERCER.EDU

**REQUIRED TEXTBOOK:** Marketing Management, *Knowledge and Skills*, 9<sup>th</sup> Edition, by J. Paul Peter and James H. Donnelly, Jr. (*Published by McGraw-Hill/Irwin*  
*ISBN: 978-0-07-338113-8*)

### **COURSE DESCRIPTION**

This course provides an introduction to marketing concepts and practices and analysis of marketing's role in the firm. It addresses the activities involved in marketing products and services. Topics examined include global marketing, marketing analysis and segmentation, consumer behavior, product development and management, pricing, promotion and distribution. *Prerequisites: BAA 515.*

### **COURSE OBJECTIVES**

This marketing course is designed to provide students with an in-depth exposure to all marketing practices and concepts. Students should develop the ability to understand business and organization decision making process from a marketing perspective. At the conclusion of this course, the student should be able to:

- Define marketing and discuss what it entails;
- Discuss how environmental factors affect marketing activities;
- Describe the factors involved in consumer decision making;
- Segment markets and develop the profile of a target market;
- Develop product strategies and discuss how services and nonprofit "products" differ from traditional ones;
- Develop distribution, promotion, and pricing strategies;
- Explain the importance of Internet marketing, customer relationship marketing, and one-to-one marketing;
- Identify how to implement, control and develop marketing and contingent plans;
- Apply an analytical approach to making tenable marketing decisions and changes depending upon the changing dynamics in the marketplace.

### **METHODS OF LEARNING**

A variety of techniques will be used to enhance your learning for this course. These include lecture, discussion, exams, video cases analysis, group project and activities, group or individual case assignments. You are expected to come to every session having completed your reading and/or other assignments.

### **Mercer University Disability Statement:**

Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to Richard Stilley, Assistant Dean of Campus Life, 678-547-6823, for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact, immediately. The office is located on the second floor of the Sheffield Student Center in Room 212.

### **Inclement Weather:**

If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather line for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

### **Expectations**

Students will have opportunity to demonstrate their understanding of the material through papers, cases, exams, and individual participation. It is your responsibility to: (1) come to class on time; (2) read and understand the material in the text; (3) do the homework; (4) take an active part in the class; (5) and study early for any tests or exams. Attendance will be taken at the beginning of each class and please turn in all your assignments on time. Emergencies do happen and I know that no one can foresee all possible occurrences. If you have any, please notify me preferably by e-mail or telephone as soon as possible. Teamwork will be required in this class. In case you do not work collaboratively or fail to participate in team project/assignments, your grade will be reduced.

### **Academic Honesty**

Any student that engages in any form of academic misconduct, including plagiarism, will be subject to the maximum allowed disciplinary action including suspension and expulsion. The minimum penalty will be a zero on the assignment. Plagiarism is the use of ideas, facts, phrases, or additional information such as charts or maps, from any sources, without giving proper credit to the original author. Using direct quotations, paraphrases, or reproductions of any material that is not the student's own authorship without citation is also considered plagiarism. Failure to reference any such material used is both ethically and legally improper. If you are unsure what constitutes academic misconduct, please consult the Mercer University 2009-10 Catalog under the heading Academic Information [or see pg 50].

### **Class Policies**

Each student is expected to read the assigned readings, prepare assigned cases, and participate in class discussions. It is the student's responsibility to reconcile any differences or conflicting material between the classroom and the textbook, if any. The student is also responsible for all announcements which are made using Blackboard.

### **COURSE EVALUATION**

You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course. Though much of the learning is actually achieved in-class, you are expected to complete certain assignments before class and to turn in outside assignments on time. Grading scale is as follows:

**Your final grade for the semester will be based on the following percentage scale:**

<b>A</b>	<b>B+</b>	<b>B</b>	<b>C+</b>	<b>C</b>	<b>D</b>	<b>F</b>
90.0% +	85.0% -89.90%	80.0% -84.9%	75.0%-79.9%	70.00%-74.9%	60.0% -69.9%	≤ 59.9%

### Grading Weights

<b>Attendance/ Case Analysis and Discussion/Assignment</b>	<b>PROJECT</b>	<b>EXAM 1</b>	<b>EXAM 2</b>	<b>TOTAL</b>
10%	30%	30%	30%	100%

### **ATTENDANCE/PARTICIPATION-ASSIGNMENT & CASE DISCUSSION-PARTICIPATION (10%)**

It is the student's responsibility to attend each class. Attendance, participation, case discussion and assignments will be worth 10% of the final grade, and you can easily earn those points or ignore them as you see fit. Students are expected to participate in all class activities, complete written material as scheduled, make presentation(s) if applicable, and turn in all assignments on time. Failure to do so may result in a reduced final grade. Class discussion is often necessary to maximize the learning process. Students are encouraged and expected to raise questions at any time when something is not clear or when further amplification is desired. Students are responsible for lecture material, case analysis. Case problems may be assigned from time to time for class discussion. Creativity and applied imagination are essential in the solution of marketing problems.

### **EXAMS (60%)**

There will be two exams for this class and will be worth 60% of grade. The format on the exam may include short answer/essay, multiple choice or objective questions. Material for the exams will come from the text, lectures, discussions, films or videos. Students may raise or lower their grade because of the exams (see grading procedure). Exams must be taken at their scheduled times. In the event of extraordinary circumstances, the student must contact me in advance of the scheduled exam.

### **GROUP PROJECT: (30%)**

You will be given a topic (company, product / service) and you will be required to develop a marketing analysis/plan . Note that the project report must be typed and single-spaced with all sources properly cited. The final report shall be well written and should have a title page and include a table of contents, executive summary, references and appendices sections. *More detailed information will be provided during class.*

### **Class Schedule:**

<b>Week</b>	<b>Lecture Topic</b>	<b>Assignment - Reading</b>

<b>1</b>	Ch.1-Strategic Planning and the Marketing Management Process. Ch.2-Marketing Research: Process and Systems for Decision Making-Video: <i>Introduction to Marketing</i>	<b>Case Group A: :Market Opportunity Analysis-</b> . Case 1: <i>McDonalds Corporation in the New Millenium, p. 243</i>
		<b>Assigned Reading:</b> Analyzing Marketing Problems and Cases: p. 201
<b>2</b>	Ch. 3- Consumer Behavior. Ch. 4-Business, Government, and Institutional Buying. -Strategic Marketing Cases: Video: <i>YUM! Brands: y</i>	<b>Exercise 3: Consumer Decision Making Process. P. 229</b> -Case: <i>Yum! Brands, Pizza, and KFC, p. 555</i>
		<b>Assigned Reading:</b> <i>Financial Analysis for Marketing Decisions, p. 215</i>
<b>3</b>	The Marketing Mix: Ch. 5-Market Segmentation. Ch. 6-Product and Brand Strategy Video: <i>Starbucks</i>	<b>Case Group B: Product Strategy-Case 6: Starbucks-Early 2008, p. 297</b>
<b>4</b>	Ch. 7- New Product Planning and Development Ch. 8- Integrated Marketing Communications: Advertising, Sales Promotion, Public Relations, and Direct Marketing Video: <i>Toyota Prius: The Power of Excellence in Product Innovation and Marketing</i>	<b>Exam 1</b>
<b>5</b>	Ch. 9- Personal Selling, Relationships Building and Sales Management. Ch. 10- Distribution Strategy Video: <i>Personal Selling: Helping Customers Solve Problems</i>	<b>Case Group D-Distribution Strategy-Case 15: Ikea’s Global Strategy Furnishing the World, p. 404</b>
		<b>Assigned Reading:</b> <i>Internet Exercises and Sources of Marketing Information, p 227-240</i>
<b>6</b>	-Ch.11- Pricing Strategy. Ch. 12- The Marketing of Services Video <i>Pricing: The Fourth “P” in the Marketing Mix</i>	<b>Case Group E: Pricing Strategy; Case 20: Toyota, p. 483</b>
<b>7</b>	Ch. 13- Global Marketing	-Study for Final Exam -Project Write-up
<b>8</b>	<b>Final Exam</b> <b>Project Due : Written Report &amp; Presentation</b>	<b>Final Exam (Exam 2)</b> <b>PROJECT REPORT</b>

***NB: The syllabus, schedule and contents are subject to revision at the instructor's discretion. My objective is for you to be successful in this course. If you do not understand a topic after appropriate study, please contact me. Please feel free to ask questions in or outside of class.***