



MKT 361.A12
PRINCIPLES OF MARKETING
Stetson School of Business and Economics
Atlanta
SUMMER 2008 - Session I

Instructor: Gabriela Piscopo
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Class hours: Tuesdays 6:00 - 10:15 pm
Office hours:
Tuesday 12:30 - 5:30 pm (Atlanta)
Thursday 4:00 - 5:30 (Douglas)
or by appointment

COMMUNICATION WITH INSTRUCTOR

Blackboard will be the main communication tool for the class. Course materials (syllabus, PowerPoint, and class schedule) will be posted in the course site on Blackboard on a regular basis. I will also post grades and important announcements on Blackboard. You are responsible for getting proper access to it and checking periodically for updates. E-mail will also be a preferred method of communication.

REQUIRED TEXTBOOK

- Marketing, 9th Edition, by Lamb, Hair and McDaniel, 2006, ISBN-10: 0-324-544863

COURSE DESCRIPTION

Pre-requisite: sophomore standing.

Role of the marketing function in planning and implementing objectives of the firm. Consumer markets, industrial markets, channels of distribution, product and pricing policies, sales forecasting, promotion, and control.

COURSE OBJECTIVES:

The primary objective of this course is to introduce the fundamental concepts in marketing. This course is designed to provide both marketing and non-marketing majors a solid overview of marketing in general. Consequently, a variety of marketing topics and a vast amount of material will be covered. Regardless of the student's major, it is expected that the student develop the ability to understand corporate decision making from a marketing perspective.

Upon successfully completing the course, the student should be able to:

1. Identify and explain important fundamental concepts in marketing.
2. Apply these marketing concepts to business and non-business situations.
3. Explain the various similarities and differences between business-to-business and consumer marketing.

4. Describe how the various social, political, legal, economic, and cultural factors affect marketers.
5. Critically evaluate the role that marketing plays in the economy.
6. Explain the relationship of marketing to other business and social science disciplines.

GRADING

Your final grade in the course will have the following components:

Class Project	35 %
Individual Assignments	25%
Midterm Exam	20%
Final Exam	20%
TOTAL	100%

Grading Scale:

≥ 90	A
85 - 89	B+
80 - 84	B
75 - 79	C+
70 - 74	C
60 - 69	D
< 60	F

Class Project:

Working in a group of 2 or 3 students, you will perform the research necessary to create a marketing plan for a business or organization of your choice (real or fictional). The final report will be between 15 and 20 pages in length, double spaced, 1 inch margins, 12 point font, with a cover page, table of contents, executive summary, and conclusions/recommendations section. The report shall be well written, and professionally developed as if you were going to present the document to your manager. Once completed, the group will present a summary of the plan to the class. I will provide more detailed instructions in a separate communication. Each group member will be given a peer evaluation form to evaluate the work of other members of the group.

Exams:

Exams will cover the class lectures and reading material. Exams will have two parts: one will follow an objective format (multiple choices) and the other will have several open questions about marketing concepts and practices. Several other important points should be kept in mind:

- Exams will start promptly at the scheduled time. Please make sure to be on time.
- The tests will assume a working knowledge of class lecture and text material.
- The final exam will not be comprehensive.
- Be familiar with the policies on academic dishonesty and plagiarism.

- Exams will be returned in class, but questions concerning your grade or any comments regarding the test should be brought to me individually in my office.
- No extra credit assignments are available to increase your grade.

Individual Assignments:

There will be short assignments each week. Assignments will be discussed in class unless otherwise noticed. You must complete all weekly assignments to get full credit.

CLASS PARTICIPATION

Everyday attendance and participation in class discussions and activities are strongly recommended. Many lecture topics are emphasized and clarified through the completion of small in-class assignments. Extra credit will be given to those with a consistent class participation record through the semester.

EQUAL OPPORTUNITY POLICY

Mercer University is committed to providing equal opportunities for all students applicants and enrolled students, without discrimination on the basis of race, color, national origin, sex, age, or disability, as a matter of University policy and as required by applicable state and federal laws, such as Title IX of the Education Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973. Inquiries concerning this policy may be directed to the equal opportunity/affirmative action officer, located in the Human Resources Office (telephone: 478-301-2786). Please refer to the following web site http://www.mercer.edu/stu_support/swd.htm for information regarding disability services.

CODE OF CONDUCT

Honesty and integrity are necessary to the academic and professional functions of business. Acts of dishonesty undermine the basic foundation of the academic environment. Students have a responsibility to: strive toward, and encourage the pursuit of, academic excellence and professional knowledge; conduct themselves in a dignified and ethical manner; abide by the procedures, rules and regulations of Mercer University; and respect the guidelines prescribed by each professor in the preparation of academic assignments.

ACADEMIC INTEGRITY

Mercer University expects students, as members of the academic community, to take seriously their positions in that community. Students are expected to ensure the continuance of trust among themselves and between them and the faculty by accepting responsibility for their own work. The University considers breaches of this trust and responsibility to be serious offenses.

Academic offenses include the taking of credit for or unfair use of work that has been done by another person. This includes plagiarism, cheating, and other acts of dishonesty in academic areas. Plagiarism is defined as the use of ideas, facts, phrases, quotations, reproductions, or additional information, such as charts or maps, from any source without giving proper credit to the original author. Failure to reference any such material used is both ethically and legally improper.

Cheating includes the use of textbooks, notes, or other reference materials on a test, daily quiz, or other examination when not specifically permitted by the professor; copying ideas or facts from another student's paper during a test, quiz, or other examination; giving or

receiving ideas orally or in writing during a test, quiz, or other examination; obtaining test questions that the professor has not released for reference prior to the test; and obtaining or giving specific information that appears on a test before the test is administered.

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 phone for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

OTHER CLASS POLICIES

- You are expected to turn off/mute all items that emit sounds and noises that may interrupt the class (e.g. cellular phones, pagers, watch alarms etc.).

CLASS SCHEDULE

Date	Topic	Reading
20-May	Course Introduction Overview of Marketing The Marketing Environment	None Ch. 1 Ch. 3
27-May	Consumer Decision Making Business Marketing Assignment discussion	Ch. 5 Ch. 6 Assignment 1 Due
3-Jun	Segmenting and Targeting Markets Product Concepts Assignment discussion	Ch. 7 Ch. 9 Assignment 2 Due
10-Jun	Developing & Managing Products Service Marketing Assignment discussion	Ch. 10 Ch. 11 Assignment 3 Due
17-Jun	Midterm Exam Retailing	Study for exam Ch. 13
24-Jun	IMC Advertising & PR Sales Promotion & Personal Selling Assignment discussion	Ch. 14 Ch. 15 Ch. 16 Assignment 4 Due
1-Jul	Pricing Concepts Setting The Right Price Assignment discussion Review for Exam	Ch. 17 Ch. 18 Assignment 5 Due
8-Jul	Final Exam Class Project Due Project Presentation	Study Write Prepare