Marketing 370  
Principles of Marketing  
Fall 2014

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Office Hours: Monday 6:15p – 6:55p

Course Description

Marketing is a process of identifying and satisfying customers’ needs for products, services and ideas, and simultaneously creating and delivering a standard of living to society. The course examines the components of the marketing process, sources and uses of marketing information and intelligence, consumer behavior and international marketing,

The pre-requisites for this course are listed in the catalogue. Students choosing to withdraw from this course are responsible for doing so according to university procedures and deadlines.

Textbook


Course Objectives and Student Learning Objectives

To provide the student with the basic concepts and principles of marketing and how these concepts are applied to actual marketing management. The course will stress the fundamental aspects of marketing. It will provide an understanding of the integration of marketing with other departments in the organization. The practical aspects of marketing and the relevance to the real world will be emphasized.

Student Learning Objectives

• Define and apply knowledge of the following key marketing concepts
  ✓ The marketing concept  
  ✓ Marketing segmentation  
  ✓ Target marketing  
  ✓ Positioning  
  ✓ Branding  
  ✓ Buying behavior in consumer and business markets  
  ✓ The role of product/service planning  
  ✓ Pricing  
  ✓ Distribution
Promotion in the marketing process
The importance of developing a market driven orientation in an organization to business situations

- Explain how marketing decisions are influenced by:
  - Various forces in the external environment
  - Trends and developments affecting current and future marketing practices

Grading

Your work will be evaluated based upon your ability to demonstrate you thoroughly understand the concepts presented in class. The grading will be based on the list below. The final grade will be weighted as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Exam I</td>
<td>100</td>
</tr>
<tr>
<td>Exam II</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
</tr>
<tr>
<td>Comprehensive Marketing Project</td>
<td>50</td>
</tr>
<tr>
<td>Written Assignments</td>
<td>50</td>
</tr>
<tr>
<td>Current Event Article</td>
<td>20</td>
</tr>
<tr>
<td>In Class Assignments</td>
<td>20</td>
</tr>
<tr>
<td>Class Participation*</td>
<td>40</td>
</tr>
<tr>
<td>Extra Credit</td>
<td></td>
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</tbody>
</table>

*Includes attendance, class discussions, and preparation.

There will be no curving of the grade distribution. Course grades will be determined by using the following numerical scale:

- A: 92 or greater
- A-: 90 – 91
- B+: 87 – 89
- B: 82 – 86
- B-: 80 – 81
- C+: 77 – 79
- C: 70 – 76
- D+: 67 - 69
- D: 60 – 66
- F: 59 or below

Written Assignments (No more than 3 pages)

1. Using a major purchase you recently made (car, cell phone, computer, etc.), describe your consumer decision making process. To receive full credit you must use the consumer decision making process from your textbook and briefly describe your own
decision-making process at each of the five stages of the process. Evaluate and describe your own activities at each stage. (Due September 29)

2. Clip one advertisement from a newspaper or magazine. Write a brief summary of who the target audience is and what is the advertiser’s message. What is the advertising objective? What type of appeal is being used? Is the advertisement effective? Attach the advertisement to your paper. (November 24)

**Current Event Article Analysis**

With a partner, find a current event article from the newspaper, magazine, or professional journal that relates to the topics in the chapter covered the day the article is due. Use the library data base for access to such periodicals as Business Week, Fortune, Advertising Age and AdWeek. Summarize the article using PowerPoint. You will present to the class. Print a copy of the slides to turn in the day of your presentation.

**Comprehensive Marketing Project**

The project description and deliverables for the Comprehensive Marketing Project are attached to the syllabus.

**In Class Assignments**

There will be a total of four in class assignments each worth 5 points. You will be working on the Marketing Applications questions in the back of your chapters. To receive full credit you must be present in class and your group must answer the question correctly.

**Exams**

The exams are designed to test your ability to apply the concepts discussed in class. They will be multiple choice questions. There will be three exams during the semester of which one will be a final exam.

**Extra Credit**

Details will be provided in a separate document.
**Miscellaneous**

- Laptop usage in this class is a privilege not a right. This privilege may be revoked at any time if you are using your laptop for any other purpose than specific classroom note taking and/or activities.

- Attendance, preparation, and participation in class are expected.

- All assignments are due on or before the due date. No exceptions without instructor permission.

- There will be no make up exams given without advance permission.

- All written assignments (including homework) must be typed and double spaced or they will not be accepted.

- Any disagreements in grading should be discussed in my office. Class time will not be used to discuss grades!

- Please take advantage of the office hours posted. If you cannot make it during office hours, please see me about an alternative time.

- The instructor reserves the right to alter this syllabus at anytime for any reason.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic and Assignment</th>
<th>Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 25</td>
<td>Overview of Marketing</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>September 8</td>
<td>Developing Marketing Strategies</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>September 15</td>
<td>Analyzing the Marketing Environment</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>September 22</td>
<td>Marketing Research</td>
<td>Chapter 10</td>
</tr>
<tr>
<td></td>
<td>Consumer Behavior</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>September 29</td>
<td>Consumer Behavior</td>
<td>Chapter 6</td>
</tr>
<tr>
<td></td>
<td>Business to Business</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>October 6</td>
<td><strong>Exam 1</strong></td>
<td></td>
</tr>
<tr>
<td>October 13</td>
<td>Segmenting, Targeting, and Positioning</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>October 20</td>
<td>Product, Branding, and Packaging</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>October 27</td>
<td>Developing New Products and Services</td>
<td>Chapter 12</td>
</tr>
<tr>
<td></td>
<td>Services: The Intangible Product</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>November 3</td>
<td>Pricing, Concepts for Establishing Value</td>
<td>Chapter 14</td>
</tr>
<tr>
<td></td>
<td>Strategic Pricing Methods</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>November 10</td>
<td><strong>Exam 2</strong></td>
<td></td>
</tr>
<tr>
<td>November 17</td>
<td>Supply Chain and Channel Management</td>
<td>Chapter 16</td>
</tr>
<tr>
<td></td>
<td>Retailing and Multichannel Marketing</td>
<td>Chapter 17</td>
</tr>
<tr>
<td>November 24</td>
<td>Integrated Marketing Communications</td>
<td>Chapter 18</td>
</tr>
<tr>
<td></td>
<td>Advertising, Sales Promotion, Public Relations</td>
<td>Chapter 19</td>
</tr>
<tr>
<td>December 1</td>
<td>Advertising, Sales Promotion, Public Relations</td>
<td>Chapter 19</td>
</tr>
<tr>
<td></td>
<td>Personal Selling and Sales Management</td>
<td>Chapter 20</td>
</tr>
<tr>
<td>December 8</td>
<td>Global Marketing</td>
<td>Chapter 8</td>
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Final as scheduled
Comprehensive Marketing Project Summary

You will be working in groups of 6 students. The purpose of the comprehensive marketing project is to have each group of students market a new product. Each team will invent a new and unique product/service idea. This is a semester long project and will incorporate many of the marketing concepts you will be learning about in this class. Your group will meet and decide on product/service and the name and logo/symbol for your project and assign the papers to two students for each paper. Your group will also meet to collaborate on the deliverables for each paper. The paper will be written by two students assigned by the group. Each paper is worth 50 points and the partners will receive the same grade. Turn in your group members names to me by September 8.

Paper I – Due September 29

- **Develop your product and company.** This paper should include name of your company and the logo and/or symbols. You also should describe the product and what/how it will be used. You should also discuss what consumer need the product/service is meeting.

- **Environment** – Briefly describe the current external environment of the new product/company. Additionally, discuss some possible future environmental trends and how these trends could affect the product, the competition, and the customer.

Paper II – Due October 27

- **Target Market** – Describe the target market in terms of geographical area, demographics, psychographics, etc. Describe your closest competitors in terms of the brands, market segments, positioning, etc. How will your product be positioned, what is unique about your product relative to its competitors? Discuss what image you want the customer to see in your product?

Paper III – Due December 1

- **Marketing Mix** – Analyze and discuss the different marketing mix variables for your product/service. A guideline to follow is given below.
  
  o **Product:** For what purpose is the product intended? What do consumers look for in the product?
  o **Price:** What is your pricing strategy? Is there a price quality/image relationship? Are you skimming or using penetration pricing?
  o **Place:** What kind of distribution system will be used? Do competitors use the same distribution strategies?
  o **Promotion:** Describe the various elements of the communications mix you are using to promote the product? What are the competitors doing in promotion?
    - Design a print advertisement for your product—turn in the ad with your paper