Course Overview

This course is designed to provide a framework for planning, implementing, and controlling marketing functions in public and private organizations. The course includes decision making related to products/services, pricing, promotion, distribution, and competition. There is extensive use of real-life examples to give the student a more thorough understanding of the contemporary world of marketing within the context of society, ethics and the environment.

Catalog Description

This course develops a broad understanding of the marketing principles that undergird successful marketing strategies and marketing plans with special attention given to ethical considerations.

Outcome: students use and apply marketing principles, strategic research, consumer analysis and target marketing to either a project or to case studies.
Course Objectives and Learning Outcomes:
What do I want you to take away from this class??? I would like you to:
-- Know the core fundamental principles of marketing.
-- Know the language, terms and practices employed by marketing professionals.
-- Apply the theoretical knowledge you acquire in this course and develop/practice the skills necessary to identify marketing problems and opportunities and then craft a responsive action plan.
-- Have an opportunity to practice and refine your management skills by working with a group of diverse students.

Required Materials

2. Other class materials available on Sakai

Course Grading Criteria

Midterm Exam - Class #5: 40%
Marketing Plan - written report: 50%
oral presentation: 5%
Items due Class #6 and #8: 5%

Grades for both the midterm and the marketing plan will each be curved separately, using the scale below. The final grade will be the letter grade of the individual items multiplied by the above-mentioned percentages. Detailed evaluation criteria for the marketing plan, presentation and the two items are on separate handouts, which are distributed in class and available on Sakai. If you are not in class to complete the in-class assignment on class 8 you will not receive a grade for that item.

Course Grading Scale

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<tr>
<th>Grade</th>
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<tr>
<td>A</td>
<td>100-93%</td>
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<tr>
<td>A-</td>
<td>92-90</td>
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<td>B</td>
<td>86-83</td>
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<tr>
<td>B-</td>
<td>82-80</td>
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<tr>
<td>C+</td>
<td>79-77</td>
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<tr>
<td>C</td>
<td>76-73</td>
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<tr>
<td>C-</td>
<td>72-70</td>
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<td>D+</td>
<td>69-67</td>
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<td>D</td>
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<td>F</td>
<td>59 and below</td>
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Loyola University Grading Scale and Weights

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<tr>
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<tr>
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<tr>
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MIDTERM EXAM:

The midterm exam will be given during the 5th class period. The exam will cover material discussed in the first four class periods. A thorough understanding of these concepts will facilitate a better marketing plan in the latter half of the semester. Details on the actual exam format will be discussed in class prior to the exam. Exam grades will be available the following class period.

Quinlan School of Business Policies:

Attendance

Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students. Students MUST be on time and ready to start class at 5 minutes past the hour. Attendance at all classes is particularly important in this class due to the group meeting component. The student is responsible for contacting fellow students for any assignments or requirements missed during an absence. If you must miss a class please contact the professor prior to the start that class.

Make-Up Examinations

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believes examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **Make-up examinations are discouraged.** Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician’s note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean. Scores for make-up examinations will not be curved.

For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.
MARKETING PLAN PROJECT:

Each student will, as a member of a group, market a product or service to the class. Each group will select a product, develop a marketing plan, market the product to the class in a formal presentation (15 minutes maximum, excluding questions) and submit a written marketing plan.

Your marketing plan should follow the format outlined in the evaluation handout and in Section IV in A Preface to Marketing Management. Research tools include on-line searching, competitor literature, telephone interviews, empirical observation, customer surveys, library research and any other sources listed in A Preface to Marketing Management. The group will need to study the product, its industry, the environment, society and its competition. The group needs to decide on its target market and product positioning within an ethical framework. The plan should include recommendations for product, pricing, channels, promotion and financial analysis (limited to income statement and a detailed first year promotion budget). The group will be responsible for using what it has learned from class discussions, homework, films, textbook and research readings to complete this assignment. References to readings should be footnoted in the paper as justifications for decisions.

Paper Requirements:

1. The marketing plan should be typed using 12-point font, double-spaced and free from spelling and punctuation errors.
2. The paper should be edited for correct grammar and clarity.
3. Extensive footnotes are required and should be listed at the bottom of each page.
4. Two copies of the paper should be submitted. One copy will be returned with comments.
5. The body of the paper may be no longer than 25 pages, excluding the title page.
6. The appendix should be no longer than 7 pages.
7. No late papers will be accepted. Early papers will happily be accepted.
8. All students in the group must actively participate in the oral presentation of the paper.

**ASSIGNMENTS:**

**Class Session #1**

Topic: Introduction to Marketing (mandatory attend.)

2/22/14

**Homework for class 2:**

1) Read M.Mgt. – Ch. 1, Ch. 1 Appendix and Section IV
2) Submit marketing group topic in writing at beginning of next class
3) Read syllabus thoroughly

**Class Session #2**

Topic: Marketing Segmentation & Market Research

3/1

**Homework for class 3:** M.Mgt. – Read Ch. 2 and 5

Sat. 3/8/14

NO CLASS

**Class Session #3**

Topic: Consumer, Society & Org. Behavior

3/15
Homework for next class: M.Mgt. - Read Chapter 3, 4 and Section II (Analyzing Marketing Problems). Review Section IV

Class Session #4
Topic: Product Strategy
3/22

Homework for next class:
1) M.Mgt. - Read Chapter 6 and Ethics article
2) Midterm exam - chapters 1-6

Class Session #5
Topic: Exam and Ethics
3/29

Homework for next class:
Advertising Assignment: Read handout "Fine Print" prior to completing assignment

Class Session #6
4/5

Homework for next class: M.Mgt. - Read Chapters 8

Class Session #7
Topic: Pricing and Distribution and Personal Selling
4/12

Homework for next class: 1) M.Mgt. - Read Chapters 9,10 11
2) M.Mgt – Read Chapter 7 for in-class assignment next week

4/19
NO CLASS- Easter break

Class Session #8
Topic: New Products
4/26

Homework for next class: Optional: M.Mgt. – Chptr 12

Due: New Product Analysis done in class (no makeups)

6
Class Session #9  Topic: Group Presentations and Services Marketing
5/3

**Homework for next class:** Group evaluation form

Class Session #10  Topic: Group Presentations
5/10

Please note: This class may occasionally deviate from the course outline above. The instructor reserves the right to make changes as needed to the course syllabus.