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Office Hours: Mondays 5.15/5.30p-7.15p; Wednesdays 5.15/5.30p-6.15p; Fridays 3.45p-4.45p  
*If an appointment is needed, your email request must include 3 specific times and dates in order to be scheduled.

MARK201, Section 20W  
FUNDAMENTALS OF MARKETING  
Fall Semester 2014, Monday, Wednesday, Friday 12.35p-1.25p  
CLC Room 323

Catalog Description

Prerequisite: Sophomore standing.  
This course develops an understanding of the marketing systems by which organizations plan, price, promote and distribute products and services to selected target markets.  
Outcome: Students analyze market conditions and apply the basic tools to develop marketing strategies to successfully meet the customers' needs resulting in a viable, profitable organization.

Course Overview

MARK201 Fundamentals of Marketing seeks to introduce Marketing as a critical function of any business organization. Fundamental concepts including the 4Ps (product, place, price, and promotion) are the focus of the course; the 4Ps foster knowledge of other marketing principles including the importance of strategy planning and associated tactics, consumer behavior, marketing research, and ethical marketing practices.

Course Objectives and Learning Outcomes

- Acquire an understanding of the fundamental concepts involved in Marketing, including how products are planned, priced, promoted and distributed as well as an introduction to the culture of business.  
- Develop a functional understanding of both micro-marketing and the macro-marketing systems.  
- Develop analytical skills related to marketing strategies through written business reports and verbal presentations.
• Gain the skills needed to scan the external and internal environments for the strengths and weaknesses of a business from a marketing viewpoint.
• Show familiarity with the basic elements of marketing strategy and the relationships between and among these elements.
• Display an understanding of the controllable and the uncontrollable variables relevant to the success or failure of marketing strategies and tactics.
• Exhibit an understanding of competitive advantage in a firm's marketing programs and strategies.

As “writing intensive,” this course incorporates a variety of assessments that are specifically designed to help you become a better writer. You will learn how to use writing as a tool in the comprehension, comparison, synthesis, and critical analysis of marketing strategies and tactics, and how to communicate and express thoughts clearly in written form within the discipline of marketing. Assessments will be a balance of informal and formal writing assignments with emphasis on diverse audience engagement as a natural extension of the above objectives. Students will construct and formulate these assessments as a process that includes drafting, revisions, and peer reviews among other activities. At the completion of the course, objectives will be accomplished and marketing or career portfolio documents will be available for use for individual career development.

**Required Materials**

   The textbook is available via Follett Bookstore, Becks, or readily orderable online. Tablet and e-reader versions are sufficient.
2. Individual account for Mintel, available via luc.edu libraries
3. All other supporting course materials are posted, organized, and dated on Sakai.

*Note:* The course schedule is based on the Marketing text. Some students buy older versions of the textbook, and others do not buy it at all. Others use the texts placed on reserve under the instructor’s name in Lewis Library. It is up to you to determine what resources you need to achieve course objectives and associated learning outcomes. Only the student can make this decision.

**Course Requirements and Grading Criteria**

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<th>Requirement</th>
<th>Percentage</th>
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<tr>
<td>1. Assessment One</td>
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<tr>
<td>2. Midterm Assessment</td>
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<td>3. Final Assessment</td>
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<td>4. Mintel Inspire SBU Rotation</td>
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<td>5. Individual Professionalism/Course Engagement</td>
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*No extra credit opportunities are available unless otherwise offered by the instructor. Do not inquire about extra credit.

*Standards and expectations regarding written work, paper length, grammar usage, etc. is contained in the MARK201 Fundamentals of Marketing Course Policies document.*
Final grades are determined by adding up the scores earned on the requirements above. The final summative score will be assigned based on a letter grade according to the chart below. All questions about grades are strongly encouraged to be asked in person e.g. not asked via email. Individual grades are considered private, so discussions about grades are expected to be conducted in person. Only requirements missed due to unavoidable circumstances such as those noted in Quinlan School Policies will be accepted without penalty. Otherwise, no late work is accepted.

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<tr>
<th>Course Grading Scale*</th>
<th>Loyola University Grading Scale and Weights</th>
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<tbody>
<tr>
<td>A</td>
<td>A  4.00</td>
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<tr>
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<td>B+</td>
<td>B+  3.33</td>
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<tr>
<td>B</td>
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<td>F</td>
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* Sakai’s Grade Center scale is calculated differently than the grading scale intervals above.

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. Faculty may set participation policies unique to their courses and use class participation as a component of the final grade. The student is responsible for any assignments or requirements missed during an absence.

Absences: You are expected to attend every class session. Any student not able to come to class on a given day is responsible for obtaining all materials and information distributed in class from a classmate or via Sakai. Make-up work is at the instructor’s discretion. Be in touch with the instructor to share your absence via email; the student-initiated email will be returned per the Email Communication policy but will be prioritized below other emails for a response.

The penalty for missing a class or for leaving early/coming late is a reflection in your Individual Professionalism/Course Engagement score for this class.
Late Arrival/Departure from Class Sessions: Arrive on time to class; avoid leaving class before its official end time. Once you enter the classroom, it is expected that you stay seated for the complete class session. *These are standard behaviors maintained by business professionals during business meetings, and the classroom environment will maintain these expectations consistently per expectations for Individual Professionalism/Course Engagement Behaviors.*

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 believe 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.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. The only regular exception is for a student athlete, who may use the testing services of the Athletics Department to complete a make-up examination. 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.

Academic Integrity

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, self-plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.