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Office Hours: Tuesday/Thursday, 1:00pm – 2:00pm &  
5:30pm-6:00pm

**MARK 201-106, Fundamentals of Marketing**  
**Spring 2018, Tuesdays & Thursdays, 11:30am-12:45pm**  
**Corboy Law Center – Room 322**

**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**

MARK 201 Principles 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:**

- 1) Recognize the need to scan the external and internal environments of an organization.**
- 2) Develop analytical skills related to planning, pricing, promoting, and distributing products and services.**

- 3) Apply the process of segmentation, targeting, and positioning.
- 4) Describe the relationship between marketing and corporate responsibility.
- 5) Recognize the role of marketing within the firm and society, domestically and globally.

### Required Materials

- 1) Textbook: (New, Used, or Digital, available at Loyola WTC Bookstore)  
Marketing, 13<sup>th</sup> Edition, By Roger Kerin, Steven Hartley, McGraw-Hill, ISBN: 978-1259573545
- 2) Supplemental materials posted on Sakai
- 3) The textbook companion website ([www.kerinmarketing.com](http://www.kerinmarketing.com))

### Course Requirements and Grading Criteria

Evaluation on 'subjective' assignments/projects will be based on the quality of your work, not quantity or time spent working on the assignment or project. Good work earns a C, superior work a B, outstanding work an A. All assignments must be submitted by the dates on this syllabus and/or given in class. All late submissions will have points deducted.

**There will be 4 exams in this course. All will be 50 multiple choice question exams. The highest 3 test scores will count. The lowest score of the 4 tests will be dropped. NOTE: If you are satisfied with your first 3 test scores, you do not have to take Test #4. This is entirely your choice.**

All exams will include material from the lectures and textbook. The exams are NOT cumulative. All exams must be taken in class at the scheduled time. Contact Services for Students with Disabilities if you need extra time or accommodations. **Barring an emergency, you must take the exam on the assigned date/time, otherwise you will receive a zero.**

Grading Criteria:

Participation/Attendance	170 points = 17%
Careers in Marketing paper	120 points = 12% (*)
Exam #1	170 points = 17% (**)
Exam #2	170 points = 17% (**)
Exam #3	170 points = 17% (**)
Group Project	200 points = 20% (***)

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TOTAL SEMESTER POINTS= 1000 points = 100%

(\*) Careers in Marketing paper guidelines will be handed-out the first day of class and posted on Sakai.

(\*\*) Again, 4 exams will be given during the semester. Only the highest 3 scores will count towards your final grade.

(\*\*\*) Group Project- The purpose of this project is to strategically develop a marketing plan for a new product or service. In groups of 4-5, you will introduce a new product/service/event of your choice.

The group project rules/guidelines will be handed-out later and posted on Sakai.

Extra credit: May or may not be available at the discretion of your instructor.

Attendance/Preparation guidelines:

You signed up for this class and time period. I expect you to attend all scheduled classes and be prepared to participate in class (read all Chapters/Assigned materials BEFORE coming to class).

Participation guidelines:

You are expected to share your thoughts, questions, and ideas in class. I do not have a problem if you disagree with something stated in a lecture or discussion. However, you need to intelligently defend your differences. I will have a problem if you say anything derogatory about another person.

(\*) Assignments may be added throughout the semester that will be considered part of your Participation/Attendance grade.

In-class activities:

As time permits we will discuss cases from the textbook. Please review all cases in the chapters we will discuss BEFORE the scheduled class.

Class Conduct & Use of Technology:

This course is based on discussion and student participation. I expect all of you to come to class prepared. If we will be discussing something other than what is on the syllabus, I will e-mail you ahead of time so you have time to review the material and be prepared.

PowerPoints and relevant class notes/handouts will be posted on Sakai within 24 hours (usually) after a class.

Please be thoughtful and considerate when using social media. Your online and offline behaviors reflect who you are as a professional and can have a major impact on your future career.

Cell phones should not be used in class for non-course related activities.

Laptops are not allowed in class, unless you have approval from Services for Students with Disabilities or unless it is an in-class group project work day, in which case you will be notified in advance.

**(\*) RECORDING OF ANY PORTION OF ANY CLASS AND POSTING IT ON SOCIAL MEDIA IS STRICTLY PROHIBITED.**

### Course Grading Scale

A	100-93%
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-60
F	59 and below

### Loyola University Grading Scale and Weights

A	4.00
A-	3.67
B+	3.33
B	3.00
B-	2.67
C+	2.33
C	2.00
C-	1.67
D+	1.33
D	1.00
F	0

## 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.

***(\* Each class session is worth 6 points. This may not sound like much until you come to the end of the semester and you are less than 6 points from the next grade. If you have a valid excuse for missing a class session (i.e. illness, family emergency, etc.), my recommendation is for you to e-mail me why you will miss a class, and if the reason is acceptable, you will get credit for attending that class session.***

### 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. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant. 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, 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.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://luc.edu/media/lucedu/quinlan-graduate/pdfs/Honor-Code-Quinlan-July2012.pdf>

### **Class by Class/Week by Week Course Outline**

<b>Class Number &amp; Date</b>	<b>Topic &amp; Assignment/Readings</b>
1. Tuesday, January 16	Introduction, Explain expectations / Assignments / Projects/ Grading
2. Thursday, January 18	Discuss Chapter 1 & 2 plus cases
3. Tuesday, January 23	Discuss Chapter 2 & 3 plus cases
4. Thursday, January 25	Discuss Chapters 3 & 4 plus cases, hand in Group Request Forms for Group Project (I will post teams/team members for the group project on Sakai by 1/29/18)
5. Tuesday, January 30	Discuss chapter 5 plus cases, Review/discuss Pages 56-67, Marketing Plan – Paradise Kitchens
6. Thursday, February 1	Discuss Chapter 6 & 7 plus cases. Student Groups meet to discuss Group Project / assign tasks / select group leader
7. Tuesday, February 6	<b>Test #1, Chapters 1-5</b>
8. Thursday, February 8	Discuss Chapters 7 & 8 plus cases
9. Tuesday, February 13	Discuss Chapters 8 & 9 plus cases.

10. Thursday, February 15 Discuss Chapters 9 & 10 plus cases. Domestic Violence & the Sales Manager discussed. (*'Careers in Marketing' paper due today, submit/e-mail to me by 11:59pm, today, 2/15/18). 5 points will be deducted for each day this is turned in late*)
11. Tuesday, February 20 Discuss Chapters 10 & 11 plus cases.
12. Thursday, February 22 Seth Kramer , Guest speaker (*e-mail Group Project-Product Proposal Template to me by 11:59pm today, 1 point will be deducted for from final project grade for each day this is late.*)
13. Tuesday, February 27 **Test #2, Chapters 6-10**
14. Thursday, March 1 Mary Lawrence – Guest speaker
15. Tuesday, March 6 NO CLASS-SPRING BREAK
16. Thursday, March 8 NO CLASS-SPRING BREAK
17. Tuesday, March 13 Discuss Chapters 11 & 12 plus cases. Order of Oral Group Presentations to be decided today.
18. Thursday, March 15 Bill Mangan – Guest speaker
19. Tuesday, March 20 Discuss Chapters 13 & 14 plus cases. (*e-mail Group Project-Progress Report Template to me by 11:59pm today, 1 point will be deducted from final grade for each day this is late*)
20. Thursday, March 22 Discuss Chapters 15 & 16 plus cases.
21. Tuesday, March 27 **Test #3, Chapters 11-15**
22. Thursday, March 29 Joe Shake-Guest Speaker (**'voluntary' extra credit paper due to be e-mailed to me by 11:59pm today**)
23. Tuesday, April 3 Discuss Chapters 17 & 18 plus cases
24. Thursday, April 5 Discuss Chapters 19 & 20 plus cases (Chapters 21 & 22 will be addressed) Discussion/review of history of Television Ads

25. Tuesday, April 10                      **Test #4, Chapters 16-20 (\*) Optional Test – Student Choice.**
26. Thursday, April 12                      NO FORMAL CLASS – Meet with your team to finalize Group Project. I will be in our classroom the entire period if you have any questions.
27. Tuesday, April 17                      NO FORMAL CLASS – Meet with your team to finalize Group Project. I will be in our classroom the entire period if you have any questions.
28. Thursday, April 19                      **Oral Presentation of Group Projects, printed copy of presentation to be handed to me at the beginning of the class session**
29. Tuesday, April 24                      **Oral Presentations of Group Projects, printed copy of Presentation to be handed to me at the beginning of the class session**
30. Thursday, April 26                      Tom Kane-Guest Speaker

**Any Special Requests, Circumstances, or Instructor Policies**

Please refrain from bringing food into class. You are allowed to bring in covered beverages. If you spill anything, you are expected to clean up after yourself.

All cell phones should be off or on vibrate. If you need to answer a call kindly step out of the room and return when you are finished.

**Final Exam Month/Day**

There is no final exam.

**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.