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MARK 201 – Section 10W, Fundamentals of Marketing, Spring 2018, Mondays, Wednesdays, and Fridays, 11:30 AM to 12:20 PM, Schreiber - Room 406, 25 E Pearson, Chicago, IL 60611

Prerequisite: Sophomore standing or above.

This **WRITING INTENSIVE** course develops an understanding of the marketing systems by which organizations plan, price, promote and distribute products and services to selected target markets.

Course Overview and Learning Outcomes

Overview: MARK 201 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.

Outcome: Students analyze market conditions, apply basic tools, and develop marketing strategies to successfully meet customers' needs thereby creating sustainable competitive advantage.

Course Core Objectives

Core learning objectives include:

- Recognize the need to scan the external and internal environments of an organization.
- Develop analytical skills related to planning, pricing, promoting and distributing products and services.
- Apply the process of segmentation, targeting, and positioning.
- Describe the relationship between marketing and corporate social responsibility.
- Recognize the role of marketing within the firm and society, domestically and globally.

Required Materials

Text Book: **Marketing**, by Kerin and Hartley, 13th Edition, ISBN-13: 978-1-259-57-3545, McGraw Hill Education. Our text will be supplemented with the McGraw Hill **Connect** learning system.

Supplementary Resources

From time-to-time, relevant articles and white papers will be posted to Sakai.

Course Requirements and Grading Criteria

First Exam (10%)

All exams will cover assigned reading, lectures, class presentations, and guest speakers. Details will be discussed in class.

There will be no makeup exams except for circumstances outlined in the Quinlan School of Business policies.

Midterm Exam (15%)

The midterm exam will cover assigned reading, lectures, class presentations, and guest speakers. Details will be discussed in class.

Final Exam (20%)

The content of the final exam will prioritize content covered after completion of the Midterm. However, many concepts referenced in the final exam build upon foundational principles introduced earlier in the course.

First Individual Writing Assignment (0%)

Submit a 2 to 3 double-spaced page written summary of what you believe marketing is. Feel free to use our text or other resources as long as you cite your sources.

Second Individual Writing Assignment (3%)

Submit a 2 to 3 double-spaced page written proposal about what product or service you would like to write your marketing plan. Please present the anticipated problems and opportunities associated with your choice. The most important issue is the availability of target customer, competition, and industry research.

Third Individual Writing Assignment (5%)

Submit a 2 to 3 double-spaced page Executive Summary for your marketing plan. Please note that you will have an opportunity to edit the Executive Summary based on my comments before finalizing your marketing plan.

Fourth Individual Writing Assignment (7%)

Submit a 4 to 6 double-spaced page written draft of the strategy section of your marketing plan, including a competitive matrix, a narrative discussion of how you chose the critical success factors and competitors in your competitive matrix, and core competencies. Please substantiate your choices with your in-depth research.

Group Marketing Plan Oral Presentation (5%)

Teams of 3 to 4 students will create a 10 minute oral presentation of their marketing plans. Presentations will be made in PowerPoint. Grades will be based on group performance.

Group Marketing Plan Written Presentation (15%)

Teams of 3 to 4 students will create a 10 page, double-spaced marketing plan. Grades will be based on group performance. The rubric, suggested outline, and examples, are posted in Sakai. A peer evaluation form will be completed after the presentation. Group members who aren't fully contributing to their group may be fired by a unanimous vote.

McGraw Hill Connect (10%)

Students are required to complete the online Connect reading and learning system for all assigned chapters in our text.

Class participation (10%)

Students are expected to read the assigned materials and come to class prepared to discuss the assigned readings and supplementary resources. Your class participation grade will be based on your attendance, contributions to classroom discussion, and group peer reviews.

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:

Please refer to the Quinlan School of Business Academic Integrity Policy.

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. If you are unable to make class, please email me in advance. Lecture notes will not be posted to Sakai.

You will be on the honor system to track your absences throughout the entire semester and inform me of the number of classes that you have missed when I ask from time-to-time.

Un-excused absences/leaving early will be reflected in your class participation grade.

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://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>

Please note: From time-to-time, we will choose to spend more time than originally planned on a particular topic, or we may have a guest speaker. Accordingly, this class will occasionally deviate from the course outline above. *The instructor reserves the right to make changes as needed to the course syllabus.*

Class by Class Course Outline

Class	Date	Topic	Readings	Assignments Due
1	1/17	Introduction to Fundamentals of Marketing	Kerin text Chapter 1 Three articles attached to introductory email.	<ul style="list-style-type: none"> Organize into groups of 3 or 4 Class Discussion Intro to Connect
2	1/19	Value through Marketing	Kerin text Chapter 1	<ul style="list-style-type: none"> Class Discussion Complete Connect assignment
3	1/22	Developing Marketing Strategies	Kerin text Chapter 2	<ul style="list-style-type: none"> Class Discussion Complete Connect assignment
4	1/24	Scanning the Marketing Environment	Kerin text Chapter 3	<ul style="list-style-type: none"> Class Discussion Complete Connect assignment
5	1/26	Ethical/Social Responsibility in Marketing	Kerin text Chapter 4	<ul style="list-style-type: none"> Class Discussion Complete Connect assignment
6	1/29	Customer Behavior	Kerin text Chapter 5	<ul style="list-style-type: none"> Class Discussion Complete Connect Assignment
7	1/31	Customer Behavior	Kerin text Chapter 5	<ul style="list-style-type: none"> Class Discussion Submit first individual writing assignment
8	2/2	Organizations as Customers	Kerin text Chapter 6	<ul style="list-style-type: none"> Class Discussion Complete Connect assignment
9	2/5	Reaching Global Customers & Markets	Kerin text Chapter 7	<ul style="list-style-type: none"> Class Discussion Complete Connect assignment
10	2/7	Prepare for Exam	Kerin text Chapters 1 through 7	<ul style="list-style-type: none"> Class Review
11	2/9	First Exam	Kerin text Chapters 1 through 7	<ul style="list-style-type: none"> Take Exam in Class
12	2/12	Marketing Research (customer insights)	Kerin text Chapter 8	<ul style="list-style-type: none"> Class Discussion Complete Connect assignment
13	2/14	Marketing Research (customer insights)	Kerin text Chapter 8	<ul style="list-style-type: none"> Class Discussion Jobs Theory
14	2/16	Group Marketing Plan Status	Kerin Text Appendix A Marketing Plan Assignment outline posted in Sakai	<ul style="list-style-type: none"> Class Discussion
15	2/19	Market Segmentation	Kerin text Chapter 9	<ul style="list-style-type: none"> Class Discussion Complete Connect assignment

Class	Date	Topic	Readings	Assignments Due
16	2/21	Developing New Products	Kerin text Chapter 10	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment • Submit second individual writing assignment
17	2/23	Managing Successful Products	Kerin text Chapter 11	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment
18	2/26	Group Marketing Plan Status	Kerin Text Appendix A Marketing Plan Assignment outline posted in Sakai	<ul style="list-style-type: none"> • Class Discussion
19	2/28	Services Marketing	Kerin text Chapter 12	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment
20	3/2	Building the Price Foundation	Kerin text Chapter 13 and Appendix B Budgeting Worksheet posted in Sakai Section 6 of Marketing Plan Assignment outline posted in Sakai	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment • Apply Financial Analysis to Group Marketing Plan Project
21	3/12	Arriving at the Final Price	Kerin text Chapter 14 and Appendix B Budgeting Worksheet posted in Sakai Section 6 of Marketing Plan Assignment outline posted in Sakai	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment • Apply Financial Analysis to Group Marketing Plan Project
22	3/14	Market Channels & Supply Chain	Kerin text Chapter 15	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment • Submit third individual writing assignment
23	3/16	Midterm Review	Kerin text Chapters 8 through 15	<ul style="list-style-type: none"> • Prepare for Midterm • Class Discussion
24	3/19	Midterm Exam	Kerin text Chapters 8 through 15	<ul style="list-style-type: none"> • Take Midterm Exam in Class
25	3/21	Retailing and Wholesaling	Kerin text Chapter 16	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment
26	3/23	Integrated Marketing Communication	Kerin text Chapter 17	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment

Class	Date	Topic	Readings	Assignments Due
27	3/26	Integrated Marketing Communication	Kerin text Chapter 17	<ul style="list-style-type: none"> • Class Discussion
28	3/28	Advertising and Sales Promotion	Kerin text Chapter 18	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment
29	4/4	Advertising and Sales Promotion	Kerin text Chapter 18	<ul style="list-style-type: none"> • Class Discussion • Group Advertising Competition
30	4/6	Social Media	Kerin text Chapter 19	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment
31	4/9	Social Media	Kerin text Chapter 19	<ul style="list-style-type: none"> • Class Discussion
32	4/11	Personal Selling and Sales Management	Kerin text Chapter 20	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment
33	4/13	Group Marketing Plan Status	Kerin text Appendix A Marketing Plan Assignment outline posted in Sakai	<ul style="list-style-type: none"> • Submit fourth individual writing assignment
34	4/16	Interactive and Multichannel Marketing	Kerin text Chapter 21	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment
35	4/18	Review of the Strategic Marketing Process	Kerin text Chapter 22	<ul style="list-style-type: none"> • Class Discussion • Complete Connect assignment
36	4/20	Group Marketing Plan Q & A	Entire Kerin text Marketing Plan Assignment outline posted in Sakai	<ul style="list-style-type: none"> • Prepare to discuss any questions about the Group Marketing Plan • Case Study Group Competition
37	4/23	Group Marketing Plan	Entire Kerin text Marketing Plan Assignment outline posted in Sakai	<ul style="list-style-type: none"> • Submit final digital Marketing Plan to Sakai • Group Marketing Plan Presentations
38	4/25	Group Marketing Plan and Term Short Assessment	Entire Kerin text Marketing Plan Assignment outline posted in Sakai	<ul style="list-style-type: none"> • Take Short Assessment in Class • Group Marketing Plan Presentations
39	4/27	Group Marketing Plan and Final Exam Review	Entire Kerin text Marketing Plan Assignment outline posted in Sakai	<ul style="list-style-type: none"> • Group Marketing Plan Presentations • Final Exam Review
40	4/30	Final Exam	Kerin Text Chapters 1 through	1:00 to 3:00 PM