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BADM 360.02: Principles of Marketing

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**Principles of Marketing
Badm 360- Spring 2003
Sections 1 and 2**

Instructor- Nancy King	Classroom: GBB123
Phone- 243-6148	Class schedule: M-W-F- 8:10am-9:00am and 9:10am to 10:00am
Office- GBB 325	Website- www.business.umt.edu/faculty/king
e-mail- nancy.king@business.umt.edu	Office hours- M-W-F 10:00-11:00 and by appointment

Required Text: *Marketing: Real People, Real Choices* (2000), M. Solomon and E. Stuart, Prentice Hall 3rd edition. **Assigned chapters need to be read prior to class.**

Companion Website: www.prenhall.com/solomonstuart/. The web site includes current news articles related to class materials on a chapter by chapter basis, Internet exercises and resources, a research area, chat area as well a writing skills and tutoring assistance.

Instructors Website: I will post lecture slides there for you to download and use to follow lectures and take notes and also to use for test preparation. I will also post any readings there that are assigned.

Recommended readings: *The Tipping Point*, Malcolm Gladwell, Little, Brown and Company, 2000; *The Wall St. Journal*

Course Content: To familiarize students with the fundamentals of marketing and brand management in today's business world. After completing this course you should be able to understand the basics of marketing and strategic planning, the concept of the marketing mix, including how you create products and services, manage products, create consumer communication and deliver goods and services to the marketplace.

Course Requirements:	%of grade	Max Points Accumulated
Exams (4)	80%	400
Product Paper/Class Assignments	10%	50
Attendance & Participation	10%	50
Total Grade	100%	500

Exams: These will be multiple choice questions based on 100 points. Grading guidelines are as follows:

90-100%	A
80-90%	B
70-79%	C
60-69%	D
Below 60%	F

Extra Credit: Students may submit to me by 3:30pm in the afternoon one week prior to the exam, up to three multiple choice questions that I will consider using on the exam. Any material is fair game: textbook, speakers, articles, films, class discussions. If I use your question(s), you will receive extra credit in the amount equal to the multiple choice value of those points on the exam. You'll probably also get that questions right on the test! If I use only a portion of your question, you will receive partial points.

Attendance: I consider this extremely important to your overall grade. For every class you attend you will receive one point up to a maximum of 40 points. If you can't make it to class; you don't need to tell me why you didn't make it. It's cut and dried. **You are responsible** for signing the daily attendance sheet. If you forget, don't come to me and tell me you were in class. If you sign off for someone else who is not in class, your grade will suffer tremendously. If you end up attending half the classes, don't come to me at the end of the semester when you are on the borderline of a higher grade and ask for mercy.

The text is only half of what you will learn in the lectures. It's my job to provide you with the most current and relevant information possible; it's your job to show up, listen and learn. Take responsibility for being there as if it were your job. There will be a seating chart so make sure you are in the seat you would like for the semester by the second class.

Participation: It is very difficult to quantify participation in a large class lecture environment. By the end of the semester, if I deem your semester participation worthy, it could lead to an adjustment to your grade if you end up near the borderline for a higher grade.

Product Assignment:

3 page typed paper to be handed in at the beginning of class.

Choose a consumer product (brand) from a retail environment. It could be anything from a can of tuna fish or cereal to a skateboard to a computer printer. Go to the store shelf and analyze the competitive set of the product. Pick a product that you think is not maximizing its marketing potential and suggest ways they could improve their strategy. If you could talk to the product manager on the business, what advice would you give them? Do not choose a generic store brand and do not suggest advertising as a way to maximize the brands potential. I would also like to see pictures of the product (or the real product) and a layout of the store shelf plan. (plan-o-gram)

Questions:

- ? How is the product priced compared to competition?
- ✍ How attractive is their packaging? What image of quality do you get? What would you do differently?
- ✍ Is the product's merchandising maximized?

- ✍ Examine the product's communication on the package. Is the benefit clear?
- ✍ What is it about their communications that you think they are doing well?
- ✍ What other opportunities do you see that could maximize the brand's impact?
- ✍ If possible, talk to the store manager to get some idea on how the product is perceived by customers? How are sales? Can they give you any further insight on your thoughts about the product?

Expectations on Assignments:

I will be judging your work (including participation) by evidence of the following:

- ? Critical thinking skills (organization of thought)
- ? Problem solving skills (recognition of a symptom vs. a problem, ability to break a problem down into components, discuss alternatives and recommend solutions)
- ? Creativity
- ? Grammatical errors cause major irritation. You must proof your work and don't rely on spell-check. Don't write as you speak. This should read as if you were presenting it to the marketing manager of the business.
- ? I will judge the reports as if I were the marketing manager, based on all my previous experience. I will either think your recommendations make sense and are supported by reasonable arguments or I will be able to shoot holes through it like Swiss cheese. This will determine the A's from the C's.

Badm-360- N. King**Course Outline: Note: Changes will be announced along the way.**

Date	Reading Assignment	Chapter
Mon- Jan 27th	Introduction- What is marketing?	1
Wed- Jan 29th	What is Marketing?	1
Fri- Jan 30 th .	What is Marketing?	1
Mon- Feb 3rd	Strategic Planning Process	2
Wed- Feb 5th	Strategic Planning Process	2
Fri- Feb 7 th .	Strategic Planning Process	2
Mon- Feb 10 th	Ethics and the Marketing Environment	3
Wed- Feb 12 th	Ethics and the Marketing Environment	3
Fri- Feb 14 th	Global Marketing	4
Mon-Feb 17th	Holiday	
Wed.-Feb 19th	Global Marketing	4
Fri-Feb. 21 st	Global Marketing/ Test Prep	4
Mon-Feb. 24th	EXAM 1	
Wed- Feb. 26 th	Marketing Research	5
Fri- Feb 28 th	Marketing Research	5
Mon-Mar 3 rd	Marketing Research	5
Wed- Mar 5 th	Consumer Behavior	6
Fri- Mar 7 th	Consumer Behavior	6
Mon-Mar 10th	Consumer Behavior	6
Wed.-Mar 12th	Target Market Strategies/CRM	8
Fri- Mar 14 th	Target Market Strategies/CRM	8
Mon- Mar 17 th	Target Market Strategies/CRM	8
Wed. Mar 19th	EXAM 2	
Fri – Mar 21 st	Creating the Product	9
Mon- Mar.24th	Spring Break	
Wed.- Mar. 26th	Spring Break	
Fri- Mar 28th	Spring Break	
Mon- Mar 31 st	Creating the Product	9
Wed- Apr 2 nd	Creating the Product	9
Fri- Apr 4th	Managing the Product	10
Mon- Apr 7th	Managing the Product-Product Papers Due	10
Wed- Apr 9th	Pricing the Product	12

Date	Reading Assignment	Chapter
Fri- Apr11th	Pricing the Product	12
Mon- Apr 14th	Pricing the Product	12
Wed Apr 16 th	Pricing Methods	13
Fri- Apr 18th	Pricing Methods	13
Mon- Apr 21st	EXAM 3	
Wed.- Apr 23 rd	Promotional Strategy and Mix	14
Fri- Apr 25 th	Promotional Strategy and Mix	14
Mon- Apr 28th	Advertising, DM	15
Wed- Apr 30th	Advertising, DM	15
Fri- May 2 nd	Public Relations, Sales Promotion	16
Mon-May 5 th	Public Relations, Sales Promotion	16
Wed- May 7th	Value Chain Management	17
Friday-May 9th	Value Chain Management	17

Wednesday May 14th

FINAL EXAM-SECTION 1 (8:10AM section) 10:10am-12:10am

Thursday May 15th

FINAL EXAM-SECTION 2 (9:10AM section)- 10:10am- 12:10am