

PRINCIPLES OF MARKETING COURSE SYLLABUS

Objectives

The purpose of this course is to give students:

- (1) appreciation of the role of marketing in the world economy,
- (2) exposure to the tools available for managing the firm's marketing function, and
- (3) practice in solving marketing problems.

My personal agenda is to make this the most comprehensive and useful introductory marketing course offered anywhere in the country. Whether you take full advantage of what is offered is up to you. A combination of lecture/discussion and projects will be used throughout the course, with the aim of providing three types of learning:

- (1) Knowledge (of facts about marketing). The text is an excellent provider of facts and is expected to be read before class. Lectures will not go over what is in the book, but will be used to amplify and extend text material.
- (2) Skills (obtained through practice). Exercises, both in class and outside of class, will allow you to efficiently apply marketing techniques to given situations.
- (3) Understanding (of how marketing systems work). Class discussions, particularly involving video cases, will build an intuitive understanding of marketing.

Specific Assignments

Students are expected to be *prepared to discuss the assignment* and to *participate* in class discussions. The professor will help motivate students to read and prepare for class by administering a series of quizzes that will be open notes (but closed book) on assigned reading material on topics to be covered later in the class period.

Examinations will be a series of multiple choice applications questions with perhaps one or two short (ie. one to three paragraphs) essay questions/problems. The team projects are major integrating features of the course.

All points are of equal value and accumulate during the course. The following structure provides a guideline for the professor so that similar course point totals receive similar grades.

| | |
|---------------------------------------|------------|
| Examinations (3 each @100) | 300 |
| Quizzes (pick 5 @ 20) | 100 |
| Group Projects (3 total) | 230 |
| Group project effort (± 60) net | <u>0</u> |
| TOTAL | 600 points |

In general, somewhere around 90% = lowest A-, about 80% = lowest B-, etc. The professor, however, will run a distribution at the end of the course and will use the judgment gained over a 20-year career to insure that the grades assigned are accurate portrayals of academic performance.

Textbooks ...

Roger A. Kerin and Eric Berkowitz (et.al.), *Marketing* (8th ed., McGraw Hill, 2006).
Roy D. Adler and Alexis Bonnell *Get your Dream Job* (Equity Press, 2005).

Rules

1. Class will begin promptly at two minutes after the hour and dismiss *when I think we are done* (which will usually be about 90 minutes later). We are training you to be business professionals, and being on time for meetings with superiors is an essential habit for you to form in order to build a successful career. Students who arrive late or leave early are both discourteous and disruptive, and their final grade will be adjusted downward.
2. All work must be submitted by the designated time, and none will be accepted late for any reason. If you expect to miss a session, either (a) get the work to me prior to class, or (b) send it to class with a friend. If e-mail forces me to do clerical work, it will make me grumpy.
3. We will use e-mail to send short messages about organizational items in this class. These will be sent to your *Pepperdine* e-mail address. I get a great many e-mails each day and you send something from a "clever" non-Pepperdine e-mail address, your note will be deleted before I read it.
4. If a test conflict is known in advance, special arrangements can be made to take it early, but there are no make-up tests. If you miss a test, you will be granted one point less than the lowest grade earned by a classmate for that test.
5. Dealing with "exceptions" is enormously time-consuming for the professor and fraught with danger for the student because materials that straggle in are about 10 times as likely to become misplaced. It is in your own best interest to stay with the program and, if you choose not to, you are on your own.
6. Extra credit may be available for this course, but only until two weeks before dead week. After that, you have enough to worry about without doing extra work.
7. The professor will always be happy to help clarify concepts, but hearing a student whine for additional points is annoying. The task of assigning fair grades is a very difficult and time-consuming task, and the decision of the professor is final in these matters. Students who choose, after a clear warning, to continue to whine will be assessed a penalty of between 10 and 40 points. This means that lobbying for more points is not a risk-free activity. Just like the real world. Be smart about this.

Professor's one-on-one hours are *after every class period for half an hour. That is your best time.*

I will also be available *Monday and Thursday 1:30 to 2:30 and Wednesday from 1:30 to 2:30.*

Before class is not a good time to interrupt, because I am trying to collect my thoughts for your class.

Projects are due when indicated by the (P) on the schedule in the "special event" column. Diligent effort on the projects is important to achieving a reasonable grade in this course, and *you will want to be sure to contribute fully to the group effort.*

(P) CB paper -- a consumer behavior paper tracing, in consumer behavior terms, the recent purchase of a product or service. Analytical and integrative in nature. 50 points.

(P) EX discussion -- two one-on-one discussions with major executives in an area of business interest for you. You will learn how to secure appointments and ask questions to learn good stuff from executives on the front lines of business. 80 points.

(P) IM plan -- An international marketing plan, highlighting the target market and the 4Ps. A successful paper integrates everything learned in class. Be creative. 100 points.

Other material that is required to be in the syllabus ...

University legal officials have indicated that this clause is to be included in syllabi:

"The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of the DSO at extension 6500."

The Academic Integrity Committee reminds us that:

"Academic honesty is expected of all students. Students in possession of any unauthorized materials during an examination (including, but not limited to, calculators with stored-text capabilities) and/or students who give or receive unauthorized aid on an examination will receive zeros on the examination and will be reported to the Academic Integrity Committee for further action."

My own view is that learning is a *cooperative* exercise between students and faculty, and I rather like the idea of being able to place complete trust in each of my students. If any student were to break the bond of trust, I would be very disappointed. I would also do everything within my considerable power to see that the student's career at Pepperdine is terminated. So ... if you have any question about whether an action you might be contemplating is within bounds, please talk with me about it in advance.

The Business Administration Division reminds us that:

"No food or drink (other than bottled water) is allowed in this classroom. This rule is imposed by Seaver College and the Division for this building. No exceptions are permitted. If you bring food or drink into this room, you will be asked to leave. Repeat violators will be reported to the Administration."

FALL SEMESTER SCHEDULE OF SESSIONS

| Date | Chapters | Topic | Special Event |
|--------|---------------|--|----------------------------------|
| Aug 28 | -- | The Contemporary Marketing Environment - syllabus, rules, format - 4Ps - <i>reading</i> - executive discussion introduction | |
| 31 | 1, 2 | Marketing: <u>The Big Picture</u> - definitions and the marketing concept - creating value through relationships - marketing in the organization | Yamaha (video) |
| ----- | | | |
| Sept 4 | | LABOR DAY HOLIDAY | |
| 7 | 3 (22) | The Changing Marketing Environment - analyzing-planning-implementing-controlling - strategic planning tools - a word about ethics and social responsibility | Team Assignments |
| ----- | | | |
| 11 | Adler p1-34 | Uncontrollable Variables The Role of Marketing in Real World Survival | Turn in stuff in workbook |
| 14 | Adler p35-end | Real World - Business Communications - <i>writing</i> - Interviewing Skills | Bata (video) |
| ----- | | | |
| 18 | 5 (6) | <u>Consumer Psychology</u> - the consumer behavior problem - early models - Engel, Kollat, Blackwell model | Driving passions |
| 21 | | Consumer Behavior Implications - Krugman (FBC) model - Business Buying Behavior | Executives booked |
| ----- | | | |
| 25 | 8 | <u>Marketing Information</u> - marketing research process - secondary and primary research - <i>arithmetic</i> | |
| 28 | | Marketing Research Practice - phone and mail surveys | (P) CB paper due |
| ----- | | | |
| Oct 2 | | Marketing Research Critique - analytical topics/question phrasing - information technology | Disney research (video) |
| 5 | 9 | Segmentation, Targeting, Positioning - types of segmentation - psychographics and vals - brief review | Levis (video) |
| ----- | | | |
| 9 | | FIRST TEST (chapters 1-3, 5, 8, Adler book) | |

SPRING SEMESTER SCHEDULE OF SESSIONS (continued)

| Date | Chapters | Topic | Special Event |
|-------------|-----------------|--|---|
| Oct 12 | 7 | International Marketing - the global future of consumer goods - income, language, culture - key differences | Tests back |
| 16 | h/o | <u>Japanese Marketing</u> - Kotler: The New Competition - Abbeglen: Kaisha | Project Introduction |
| 19 | h/o Porter | Japanese Marketing Update - Why Nations Triumph - Japan/Russia/China Contrasts | Kentucky Fried (video) |
| 23 | 10, 11 | <u>Product</u> Development and Management - product strategy - product life cycle - new product development | 1st Executive Report Due |
| 26 | 12 | Services Strategy - 3 ins | Project Topics Cleared |
| 30 | 13, 14, B | <u>Price</u> sledgehammer of marketing - perceived value - psychological price setting - price promotions - Dogfight Over NY | - |
| Nov 2 | | <u>Place</u> (physical distribution) - role of channels - inside a distribution center - brief review | *Arrowhead (v) |
| 6 | | SECOND TEST (chapters 7, 9-14, handouts) | Symposium |
| 10 | 15, 16 | Wholesaling - functions of wholesalers - types of wholesalers | Team Progress Report Northern Produce (video) |
| 13 | 21 (17) | E-commerce and Retailing - institutional changes - nonstore retailing - internet marketing & B2B | Tests back |
| 16 | 18 | Promotion & IMC - Integrated Marketing Communications - sales promotion - direct marketing | 2nd EXEC REPORT DUE |

SPRING SEMESTER SCHEDULE OF SESSIONS (continued)

| Date | Chapters | Topic | Special Event |
|--------------|-----------------|---|--------------------------------|
| 20 | 19 | Advertising: Who does What? - managers and strategy - agencies and tactics - media and message | - |
| 23 | | THANKSGIVING HOLIDAY | |
| ----- | | | |
| 27 | | Inside Look at Advertising Agencies - advertising regulation - ad trends and topics | P&G Brand Workshop |
| 30 | | Planning, Implementation, and Control | MARKETING PLANS DUE |
| ----- | | | |
| Dec 4 | 20 | Professional Sales - selling situations - the selling process - marketing your career | Absolute deadline for all work |
| 7 | | A Marketing Career and a Comprehensive Review | |
| ----- | | | |
| 11 Monday | | FINAL EXAMINATION (10:30 to 1:00) | 10 am class |
| 13 Wednesday | | FINAL EXAMINATION (10:30 to 1:00) | Noon class |
| 16 | | GRADUATION DAY | |