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Fall 9-1-2007

### MKTG 360.02: Marketing Principles

Rob VanDriest

*University of Montana, Missoula*

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## Syllabus for MKTG 360, Marketing Principles, Fall Semester 2007

### Course Information

Section 1: MWF 8:10 AM – 9:00 AM, Room GBB L11  
Section 2: MWF 9:10 AM – 10:00 AM, Room GBB L11

### Instructor Information

Instructor: Rob Van Driest  
Office: GBB 328  
Phone: 243-5137  
Email: rob.vandriest@business.umt.edu  
Office Hours: 10:00 AM – 1:00 PM MWF and/or by appointment

### Required Text

*Marketing: Real People, Real Choices* (2006), M. Solomon, G. Marshall and E. Stuart, Prentice Hall, 5<sup>th</sup> edition

**Companion Website:** [http://wps.prenhall.com/bp\\_solomon\\_marketing\\_5](http://wps.prenhall.com/bp_solomon_marketing_5). This web site can assist students with quiz items and concept checks to reinforce what is covered in the text and in the classroom.

### Course Overview/Objectives

To familiarize you with a fundamental working knowledge of marketing in today's environments, provide hands-on practice on marketing problem solving, applying marketing tools and to develop and enhance your ability to evaluate marketing problems from multiple perspectives. You already have some level of comprehension of what marketing is about from being a consumer of products and services and it is an objective of this course to augment that basic knowledge with an understanding of what goes on "behind the scenes" with marketing planning and decision-making. Concepts from the text will be augmented with examples of "real-world" business situations.

### Course Requirements

Exams (4)	400 points
Marketing Project	100 points
Career Development Assignments	30 points
In-class Assessments (9, two dropped)	<u>70 points</u>
Total Possible Points	600 points

### Grading

Final grades will be assigned based on your total points earned out of the 600 points available on a plus/minus scale.

93-100%	A
90-92%	A-
87-89%	B+
83-86%	B
80-82%	B-
77-79%	C+
73-76%	C
70-72%	C-
67-69%	D+
63-66%	D
60-62%	D-
Below 60%	F

### Exams/Assessments

There will be four exams during the course of the semester. Exams are not cumulative and will be comprised of short-answer, multiple choice and/or true/false questions. Exams are worth 100 points each. Exam 4 will take place during the assigned final exam period for each section.

Reviews will be held prior to exams to assist your preparation. You are strongly encouraged to attend these review sessions. A study guide will be made available prior to the exam review. The format for the review sessions will be driven by student's questions.

The Marketing Project is valued at 100 points and will be a straight-forward, *one page* document with some attachments that address 5 marketing areas. The areas covered in the plan will be product, pricing, distribution, targeting/segmentation and communication. More detail on the plan is attached for your reference.

There are three new career development exercises included in these sections of MKTG 360. The exercises include crafting an initial resume, conducting and reporting industry information, and a second resume. These three assignments will be worth 10 points each.

The attendance/participation component of your grade will be based upon a combination of in-class quizzes, short assignments, attendance and your contributions to class discussions.

### Late Work

Late work will **NOT** be accepted unless there are extenuating circumstances and **prior arrangements** have been made with, and approved by, me.

**E-mail:** Beginning on July 1, 2007, the university has a new policy regarding student e-mail accounts. Faculty members may only correspond with students regarding academic issues if both parties use official UM e-mail addresses. According to the memo I received, this means that you need to either use a business.umt.edu address or a umontana.edu address.

### Expectations

You are encouraged to discuss your work and progress with me at any time to resolve specific problem areas, to further clarify material, or to provide you with concrete suggestions on how to improve your performance. In return, I expect you to come prepared to class every day. Read the material being discussed prior to attending class and pay attention to the opening sections on real business issues. I will inform you at the end of class what to prepare for the next class. Attendance and participation are essential for earning an A in this course.

*No cell phones "on" during class and no cell phones will be allowed to be used as calculators for exams.*

Anyone whose behavior distracts me from conducting class or students from learning will be asked to leave.

I maintain an "open door policy" that means I will be available during office hours and as much as I can outside of class/office hour schedule on an "as needed" basis. I encourage you to seek me out if you have any questions, at all, regarding the class.

### Code of Conduct

**All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.**

You may want to familiarize yourselves with the Student Conduct Code which is available on line at <http://www.umt.edu/SA/VP/SA/index.cfm/page/1321>

Syllabus for MKTG 360, Marketing Principles, Fall Semester 2007

Day	Date	Topic
Monday	8/27/07	Course overview/orientation
Wednesday	8/29/07	Chapter 1 – The World of Marketing
Friday	8/31/07	Chapter 1 Conclusion
Monday	9/3/07	<b>Labor Day - No Class</b>
Wednesday	9/5/07	Project Overview – Intro to Research
Friday	9/7/07	Chapter 4 Research
<b>Monday</b>	<b>9/10/07</b>	<b>Research – Industry/Consumer w/Steve McCann – Attendance Required</b>
<b>Wednesday</b>	<b>9/12/07</b>	<b>Whitney Wagner – Wolseley – Attendance Required</b>
Friday	9/14/07	Chapter 2 Strategic Market Planning/Environments
Monday	9/17/07	Chapter 2 Conclusion
Wednesday	9/19/07	Chapter 3 - Globalization/Ethics
<b>Friday</b>	<b>9/21/07</b>	<b>Cheryl Minnick on Marketing w/your Resume – Attendance Required</b>
<b>Monday</b>	<b>9/24/07</b>	<b>Exam Review – Resume Due</b>
<b>Wednesday</b>	<b>9/26/07</b>	<b>Exam 1 (Ch. 1, 2, 3, 4) Part 1 of Project Due – Product/Comparison/Demo.</b>
Friday	9/28/07	<b>No Class – Project Work Day - Improvements</b>
Monday	10/1/07	Chapter 5 Consumer Behavior
Wednesday	10/3/07	Chapter 5 - Consumer Behavior
Friday	10/5/07	Chapter 5 Conclusion
Monday	10/8/07	Chapter 6 - B2B Marketing
Wednesday	10/10/07	Chapter 7 - Target Marketing
Friday	10/12/07	Chapter 7 Conclusion/Christopher & Banks Article
Monday	10/15/07	Clean up/Open Issues/ <b>Part 2 of Project Due - Improvement</b>
Wednesday	10/17/07	Review
Friday	10/19/07	<b>Exam 2 - Ch's 5, 6, 7</b>
Monday	10/22/07	Exam Review
Wednesday	10/24/07	Chapter 8 – Creating the Product
Friday	10/26/07	Chapter 8 Conclusion
Monday	10/29/07	Chapter 11 – Pricing the Product
Wednesday	10/31/07	Chapter 11 Conclusion
Friday	11/2/07	Project Pricing Discussion/Exercises
Monday	11/5/07	Chapter 9 – Managing the Product/ <b>Part 3 of Project Due – New Product Cost and Wholesale/Retail Pricing</b>
Wednesday	11/7/07	Chapter 9 Conclusion
Friday	11/9/07	<b>Veteran's Day - No Class</b>
Monday	11/12/07	Chapter 10 - Services/Intangibles
Wednesday	11/14/07	Review
Friday	11/16/07	<b>Exam 3 - 8, 9, 10, 11</b>
Monday	11/19/07	Exam Review/Internet Take Home - Media Guides
Wednesday	11/21/07	<b>Thanksgiving - No Class</b>
Friday	11/23/07	<b>Thanksgiving - No Class</b>
Monday	11/26/07	Chapter 12 – Promo'n Strategy and IMC
Wednesday	11/28/07	Chapter 13 – Advertising, Sales Promo'n and PR
Friday	11/30/07	Chapter 14 - Sales/ <b>Part 4 of Project Due - Media</b>
Monday	12/3/07	Chapter 14 - Conclusion

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Wednesday	12/5/07	Chapter 15 – Supply Chain
Friday	12/7/07	Wrap Up/ <b>Part 5 of Project Due - Go/No Go</b>

**Final Exam Ch's 12, 13, 14, 15**

<b>Thursday</b>	<b>12/13/07</b>	<b>Section 01 Exam 4 - 13, 14, 15, 16 8 – 10 am</b>
<b>Tuesday</b>	<b>12/14/07</b>	<b>Section 02 Exam 4 - 13, 14, 15, 16 8 – 10 am</b>

MKTG 360 Sections 1, 2

**Marketing Plan Project**

Point Value: 100 pts

Overview:

This project will take the form of a one page marketing plan addressing five key elements of the marketing function. First, there will be selection and description of a “product”, a retail comparison of the product you selected and four competitive products and a demographic description of the consumers. Second, you will propose a competitive product advantage/unique feature for the updated product. Third, you will work through pricing issues from manufacturing cost through retail selling price. Fourth, you will select two communication methods/tools (media) that will reach your target audience by gender, age, lifestyle and income. And for the last part you will describe whether or not you would proceed with your product change and why/why not based upon the competitive set’s features/benefits/price you identified in part 1.

The project will have a single page that contains your information for the five parts, your name and section number (visible in the upper right-hand corner of the first page). **You must use Arial font. You will attach the pertinent back-up data, as needed, which supports your statements to the first/summary page with a staple.** The first page is a work-in-process and you will be adding to it over the course of the project so save it with your changes and you won’t have to re-create each time.

Specifics:

**Part 1:(30pts) – Due Wednesday 9/27/06**

- Select a product and class of goods you will use for the project
- Complete a retail audit of your product and at least 4 competitive products currently available at retail including; manufacturer/brand, product, retail price, features/benefits and where you found the product and retail price and attach.
- You must find the demographic data (gender, age, income at a minimum) for the user’s of the product you select. You must have the data and the source as back-up information attached to page one.
- Describe the product you have selected in a brief statement and in what general class of goods that the product competes in – paragraph one.
- Describe the demographics of the product’s consumers in a brief summary statement which includes: gender, age, income, marital status, children, ethnicity, geographic information, etc. – paragraph 2
- Attach the source of the demographic data (make copies if needed) and the retail comparison chart you created.

**Part 2:(10 pts) – Due Monday 10/16/06**

- Develop one proposed improvement to your product. This goes to the creation of a competitive product advantage.
- Describe the change in a brief statement on the first page – paragraph 3.

**Part 3:(20 pts) – Due 11/6/06**

- Using information from your retail audit and your investigation of the resulting change in cost from your proposed improvement create a target retail price (MSRP), target manufactured cost and wholesale price for the “new” product
- The standard assumption will be a 40% retail gross margin and a 35% manufacturer gross margin
- Summarize the cost/sell/retail changes in a brief statement on the first page – paragraph 4.
- Attach a sheet showing your cost/wholesale/retail calculations and the assumptions you made in determining the cost of the improvement (we’ll discuss in class)

**Part 4:(20 pts) – Due Friday 12/1/06**

- Understanding the target audience demographic and lifestyle information select at least two communication tools that will reach your target audience based upon gender, age, income, and lifestyle data. Describe which two media sources you will utilize to reach your target audience – paragraph 5
- Attach two examples of media consumer demographics that match the audience you selected and defined in part one (media kit info).

**Part 5:(20 pts) – Due Friday 12/8/06**

- Describe in a brief statement your summary of the project in the form of estimated change in retail price of the new and improved product and whether or not you would proceed with the improvement along with why/why not (think about consumer price sensitivity and the competitive product environment) – paragraph 6