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MKTG 360.04: Marketing Principles

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University of Montana, Missoula

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The University of Montana
School of Business Administration
MKTG 360: Marketing Principles
Section 4
Fall 2007

Instructor: Cat Claro

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Office: GBB 341

Phone: 243-4309

Office Hours: Mondays 3:00-4:00pm and Tuesdays 11:10am-1:00pm; or by appointment

Class Website: <https://courseware.business.umt.edu/> (Blackboard)

Class Time and Location: TR 9:40 – 11:00am; GBB 123

School of Business Administration Mission Statement

The faculty and staff at the School of Business Administration at the University of Montana- Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.

Course Description/Objectives: This course is intended to give you a fundamental, working knowledge of marketing in today's environment. You will have hands-on practice at marketing problem solving where you will apply marketing tools and develop and enhance your ability to evaluate marketing issues from multiple perspectives. You come into the class with some comprehension of marketing because you have been a target and a consumer of products and services for your entire life. The objective of this course is to take that basic, intuitive understanding and enhance it with the knowledge of what is occurring "behind the scenes" to create successful marketing planning and decision-making.

Prerequisites: Completion of lower core is required in order to enroll in this class. If you have not completed these prerequisites, you should not be in this class.

Required Materials:

- **Text:** *Marketing: Real People, Real Choices (5th Edition)* By Solomon/Marshall/Stuart. ISBN# 0-13-229920-8. There also is a study guide as a companion to the text which is recommended, but not required.
- **Companion Website:** http://wps.prenhall.com/bp_solomon_marketing_5 . The website includes quiz items and concept checks.
- **Blackboard Access:** <https://courseware.business.umt.edu/> . Please check ASAP that you are able to log in to Blackboard and access our class information. Let the help desk know as soon as possible if you are unable to do so. I recommend that you check Blackboard daily throughout the

- semester for updates to the schedule and access to additional readings. Most, if not all, assignments will be submitted to me through Blackboard.
- **News Articles:** Be able to access the Wall Street Journal, Business Week, Fast Company, Forbes, Fortune, Business 2.0, Economist, or other major business news sources either online or in print. Computer lab hours are posted in GBB.
 - **Other Materials as available:** Periodically, additional materials will be made available on Blackboard or handed out in class (e.g., articles) for discussion.

Code of Conduct:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. It is the student's obligation to be familiar with the Student Conduct Code, especially as it pertains to academic misconduct (cheating, plagiarism, etc.), which is available online. Also, please understand that submitting work that you have completed for another class constitutes academic misconduct. Be sure to always use your own words on written assignments. Just as the internet offers the student more options to cheat, it also makes it easier for an instructor to spot this type of behavior.

Grade Scale:

Grades will be assigned using the plus/minus (+/-) grading scale below. Grades will be assigned competitively, meaning that you will be graded against your classmates.

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

As of now, I do not intend to grade using a curve. However, a curve may be instituted if I deem it appropriate.

Requirements:

Exams (4 @ 15% each)	60%
Marketing Paper	15%
In-class Assessments	15%
Outside Assignments (5)	10%
Total	100%

In-class Assessments: Participation is an important factor in your final grade; one cannot participate meaningfully without being in class on a regular basis. I will evaluate participation grades randomly throughout the semester through in-class assessments. These assessments may take the form of quizzes, attendance or an in-class written response to an exercise/video/speaker/etc.

Outside Assignments: These short written assignments are due throughout the semester and they are intended to encourage you to think back on what you have learned and how it does/will apply to you in the workforce. The career-related assignment has several topics from which you can select. A detailed handout will be posted on Blackboard.

Exams: There will be four exams, each covering four chapters and related in-class material. The exams have both multiple choice and short answer components. All material covered in the text, in-class discussions and exercises, guest lecturers and reading assignments are fair game. There will be NO make up exams.

Marketing Paper: You will have several topic options for your marketing paper. Please see attached description of topic choices. Topics are based on material from your book, outside readings and class discussions and you are free to choose the direction of the paper as long as it is related to the assigned topic and shows insight and understanding, rather than regurgitation of the facts. Paper requirements will be slightly different for each topic and will be explained in class and posted on Blackboard.

Extra Credit: There will not be many opportunities for extra credit in this class. However, when opportunities become available I will explain them in class and also post on Blackboard.

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

Expectations: I encourage you to discuss your work and progress with me at any time to discuss specific problems or to further clarify material. In addition to my office hours, you are invited to come by my office any time that I am in. I am very accommodating if these times do not work for you and will make myself available. In return, I expect you all will come to class prepared every day. Read the assigned material and be ready to participate in class discussions. Do not behave in a way that distracts other students or the instructor. This includes turning off cell phones! *A ringing cell phone will trigger an additional outside assignment for the entire class that will be due the following day.*

Email Policy: 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 faculty need to use a business.umt.edu address sent to the student's grizmail.umt.edu address.

Schedule:

Day	Date	Topic	Reading	Assignment
Tuesday	8/28	Course Introduction		
Thursday	8/30	Intro to Marketing	Chapter 1	Introduce Yourself
Tuesday	9/4	Strategic Market Planning	Chapter 2	
Thursday	9/6	No Class – must attend Reto Braun Lecture 5:10pm GBB 106	Braun Bio & Sustainability Article from Fast Co.	
Tuesday	9/11	Guest Speaker – Whitney Wagner	Wagner Bio	Sustainability Assignment
Thursday	9/13	Social Responsibility	Chapter 3	Select Paper Topic
Tuesday	9/18	Social marketing cont.		
Thursday	9/20	Marketing Research	Chapter 4	
Tuesday	9/25	Marketing Research cont./ Review for Exam		
Thursday	9/27	Exam 1: Chap. 1-4		
Tuesday	10/2	Guest Speaker – Cheryl Minnick		Submit Current Resume
Thursday	10/4	Review Exam/Consumer Behavior	Chapter 5	
Tuesday	10/9	Consumer Behavior		Revised Resume
Thursday	10/11	B2B Markets	Chapter 6	
Tuesday	10/16	Segmentation, Targeting and Positioning	Chapter 7	
Thursday	10/18	Segmentation cont./ Review for Exam		
Tuesday	10/23	Exam 2: Chap. 5-7		
Thursday	10/25	Review Exam/Product Development	Chapter 8	
Tuesday	10/30	Product Management	Chapter 9	
Thursday	11/1	Services and Intangibles	Chapter 10	
Tuesday	11/6	Pricing	Chapter 11	
Thursday	11/8	Catch-up day		Pricing Assignment Due
Tuesday	11/13	IMC/Review for Exam	Chapter 12	

Thursday	11/15	Exam 3: Chap. 8-12		
Tuesday	11/20	Review Exams/Activity		
Thursday	11/22	NO CLASS – Thanksgiving		
Tuesday	11/27	Advertising, PR, Direct Marketing and M-Commerce	Chapter 13	Career Assignment Due
Thursday	11/29	Personal Selling	Chapter 14	
Tuesday	12/4	Supply Chain Management	Chapter 15	
Thursday	12/6	Retailing/Review for Exam	Chapter 16	
Monday	12/10	Final: Chap. 13-16 10:10am-12:00pm		

Items listed under Readings and Assignments are DUE before class on the day on which they appear on the schedule. Additional related readings from publications will often be assigned and posted on Blackboard.

Syllabus is subject to change.