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BMKT 325.50: Principles of Marketing

Tina K. Begay

University of Montana, Missoula, tina.begay@umontana.edu

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**BMKT 325 Principles of Marketing (Online)
CRN: 50086 Summer 2023**

Tina Begay, M.B.A

Office: N/A

Phone: 406-544-1245

E-Mail: tina.begay@umt.edu

Office Hours:

By appointment.

E-mail to make an appointment

Required Text:

2020 Marketing: Real People, Real Choices by Solomon, Marshall and Stuart (10th Ed.) + MyMarketingLab access.

Go to <https://mlm.pearson.com/enrollment/begay42719>

Under Register, select Student; then follow instructions.

Course ID: begay42719

Please use your university email account and write in your first and last name as it appears in Cyberbear for the Pearson username! After you register, I recommend you buy the e-text with access to MyMarketingLab. If you need a hard copy, you can rent one from the UM bookstore but in addition you do need to buy access to MyMarketingLab on the Pearson site – that’s where most assignments will be.

Course Content: This course will provide an introduction to and application of Marketing strategies, concepts, and tools. The learning objectives include:

- Develop a theoretical understanding of marketing
- Develop a basic working knowledge of marketing in today's organizations
- Obtain hands-on practice in marketing problem solving, applying modern marketing tools
- Develop ability to critically evaluate marketing problems from a variety of perspectives, including managerial/ strategic, as well as ethical/social

Course Structure and Assignments: The entire course will be conducted online, asynchronously, and will be managed in Moodle, with the addition of Pearson’s MyMarketingLab which houses the tests and applications. I split the course into 5 topics + final paper, which will require you to complete a certain number of readings and work assignments **by the listed deadline; you can complete the required work earlier, but no later!** This is an Internet class that is self-directed. You will get your money’s worth only if you invest time and effort in it. I will do all I can to help you but it is your responsibility to guide your effort by studying hard and performing the assigned tasks well. You are expected to read and study the textbook and my teaching materials as necessary in order to master the assigned material and to actively participate in the topic discussion forums, in addition to performing the graded assignments by the respective deadlines. Please **DO NOT miss the deadlines!**

Disability Accommodations: Students with disabilities will receive reasonable accommodations in this course. To request course modifications, please contact me within the first two days of class. I

will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).

Course Grading

Reading Quizzes	14%
Applications/Exercises	57%
Discussion Forum Contributions	16%
Written final paper	14%

Final Grades: Plus/Minus grading will be used for final grades on the following scale.

A	(93 to 100%)
A-	(90 to 92.9%)
B+	(87 to 89.9%)
B	(83 to 86.9%)
B-	(80 to 82.9%)
C+	(77 to 79.9%)
C	(73 to 76.9%)
C-	(70 to 72.9%)
D	(60 to 69.9%)
F	(<59.9%)

Reading Quizzes. I broke down the material in 5 topics, each with its reading quiz. The quizzes will be available in MyMarketingLab. These quizzes will have limited time (1 hour) from the moment you open them until you submit your answers. They are open book, open notes, but you must work alone; you cannot collaborate with someone else – failing to work individually on these quizzes is cheating and will result in a failing grade in this class and possibly additional academic consequences.

Applications/Exercises: For every topic, you will have several applications (simulations, videos or other). These will be all in MyMarketingLab. You will see them listed there, but I will also indicate in Moodle for each topic what is due for you to complete and by what deadline.

Topic forum discussion: For each topic, you have the opportunity to engage with your colleagues into a discussion of the course material. To start, you can provide a first answer to my initial questions, but you can also contribute by making comments in response to your colleagues’ answers and comments. Once a posted discussion thread has received several replies, do not beat that subject to death but start a new topic of discussion, post a link to an interesting article you came across, etc. You do not have to contribute to every single discussion thread, but you do need to contribute meaningfully to the discussion of each of the 5 topics. Overall your contribution has to be substantial in terms of content quality and quantity - I suggest you contribute 2-3 substantial postings/topic (total 10-15 for the course).

Written final paper: The purpose of this final assignment is two-fold:

- To give you practice in **applying** the concepts that we are learning in class to examples which you select. Note that this assignment is *application-oriented*.
- To hone your critical thinking skills. You are asked to *evaluate* the particular example for its appropriateness or inappropriateness, *based on concepts learned in class*. I expect your critique to be thoughtful, meaningful, and constructive.

Ethics/Integrity: I assume that students are familiar with the student code of conduct: papers previously submitted in other classes may not be used in another course. Plagiarism of any sort will be dealt with in a serious fashion.

Formatting: Papers should be between 5-6 pages long (text) + references/exhibits etc. (typewritten, 12-point font, double-spaced); the pages should be numbered, starting page 1 with the first full page of text. You are expected to properly cite your sources and include a reference page. Add appendices if appropriate.

Grading Criteria: My grading of your papers will be based primarily on your ability to provide a *systematic, critical analysis of your topic, based on class concepts*. In addition (because writing clearly, concisely, and accurately with correct grammar and spelling is very important, not only for this class, but also for your future), proficient use of writing skills will be part of my assessment.

- 40% of your grade will be based your detailed elaboration on class concepts appropriate for your paper. Be sure to include sufficient supporting detail to communicate a clear understanding of class concepts in your paper (independent of your application of them). Be sure to cite and reference your textbook appropriately.
- 40% of your grade will be based on your accurate application of the class concepts to your example, including your critical evaluation in applying class concepts to your example. Is the company using the concepts correctly? Why/why not?
- 20% of your grade is based on your writing skills – write in a professional manner and edit!

Please select JUST ONE of the following topics for your paper and indicate it in the paper title.

Topic: Chapter 1: Marketing and Relationships.

Select a company or product in which you are interested. Analyze that company with respect to its target market, the 4 P's, and how/if it attempts to establish a long-term relationship with customers. Provide some critical thought: Is the company's marketing strategy (and relationship marketing strategy) on-target? Why/why not? Offer suggestions for improvement.

Topic: Chapter 5: Consumer Behavior

Select a product in which you are interested. Identify and describe 4-5 of the issues/concepts related to consumer behavior (for example, perception, culture, involvement, etc.) that are *most salient/important* for the product you've selected. Analyze how those issues would affect consumer behavior for the product you've selected. Be sure to discuss how these concepts affect marketing strategy for the product you've selected. Include/attach examples as appropriate to support your analysis.

Topic: Chapter 7: Segmentation, Targeting, and Positioning

Select an industry/product class in which you are interested. Conduct a segmentation analysis for that product class: Identify and describe the appropriate bases of segmentation from your textbook. Use the three-step process discussed in class. What market segments appear to be the most lucrative/viable? Why? Draw a perceptual map for a segment in that market and discuss the various products' positions. Attach ads as appropriate to support your analysis.

Topic: Chapter 12: Services Marketing

Select a particular service industry and a specific service provider you had experience with. Discuss the ways in which the four service characteristics (intangibility, inseparability, perishability, and variability) are displayed in this situation and make specific recommendations for how managers should deal with each of these characteristics in order to improve customers' perception of service quality.

Topic: Chapter 13-14: Promotion

A. Traditional (mostly!) Select four different ads for a particular product/brand from different media environments. Analyze each of the four ads based on concepts learned in class (e.g., type of ad, message, appeal, media, target market reach, etc.) and how well they support an integrated marketing communication program along with other types of promotion (e.g., website, store front, etc.) Offer suggestions for improvement.

B. Digital. Many companies rely extensively on their online presence as the core of their engagement strategy with customers. Pick a company/organization in which you are interested and describe and then critique its website (and SEO ranking), level of engagement, content marketing, social media, etc. What metrics should it use to evaluate the success of these efforts across its various platforms? Does it reach effectively its target market? Offer suggestions for improvement.

You are encouraged to discuss your work and progress with me at any time. Email me in order to discuss specific problem areas, to further clarify material, or to provide you with more concrete suggestions on how to improve your performance.

Suggested method of study: First, *read* the assigned textbook chapter! Use the PowerPoint and notes to guide you in focusing on what you must absolutely take away. If I have a PowerPoint slide and notes which are not in your text, I consider this material important for you to know IN ADDITION to the text and be sure I will cover it in the quiz. Second, perform the assigned applications. Third, contribute to the discussion forums in Moodle.

Course Topics and Chapters Covered

Topic 1. Value Proposition. Strategic Planning – Due 5/28/23 at 11:59 p.m.

Chapter 1: Welcome to the World of Marketing (entire chapter)

Chapter 2: Global, Ethical and Sustainable Marketing (#1,3,5,6,7)

Chapter 3: Strategic Market Planning (entire chapter)

Topic 2. Market Research. Consumer Behavior -Due 6/4/23 at 11:59 p.m.

Chapter 4. Market Research (entire chapter)

Chapter 5. Marketing Analytics (#1,3,4,5)

Chapter 6. Understanding Consumers (entire chapter)

Topic 3. Market Segmentation. The Product -Due 6/11/23 at 11:59 p.m.

Chapter 7. Segmentation, Target Marketing and Positioning (entire chapter)

Chapter 8. Product I - Innovation and New Product Development (entire chapter)

Chapter 9. Product II - Product Strategy, Branding, and Product Management (entire chapter)

Topic 4. Pricing. Place -Due 6/18/23 at 11:59 p.m.

Chapter 10. Price - What is The Value Proposition Worth (entire chapter)

Chapter 11. Distribution - Deliver The Goods (#1,2,4)

Chapter 12. Deliver the Customer Experience (#1,6,7)

Topic 5. Promotion -Due 6/25/23 at 11:59 p.m.

Chapter 13. Promotion I: Advertising and Sales Promotion (entire chapter)

Chapter 14. Promotion II: Social Media, Direct Marketing, Personal Selling and PR (entire chapter)

Final Paper is due Friday 6/23/23, at 11:59 p.m.

Academic Integrity

Academic misconduct is any activity that may compromise the academic integrity of the University of Montana. Academic misconduct includes, but is not limited to, deceptive acts such as cheating and plagiarism. Please note that it is a form of academic misconduct to submit work that was previously used in another course. The following message about academic integrity comes from the Provost's office:

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. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." (Section V.A., available at <http://www.umt.edu/student-affairs/dean-of-students/default.php>). All students need to be familiar with the Student Conduct Code. It is the student's responsibility to be familiar the Student Conduct Code. Reference to the COB Code of Professional Conduct at <http://www.business.umt.edu/ethics/professional-conduct-code.php>.

Mission Statements and Assurance of Learning

The College of Business at the University of Montana creates transformative, integrated, and student-centric learning experiences, propelling our students to make immediate and sustained impact on business and society. We nurture our students' innate work ethic to develop confident problem solvers and ethical decision makers. We pursue thought leadership and collectively create opportunities for a better life for our students, faculty, and staff.

COB Core Values:

- Students first: We educate the whole person
- Experiential learning: We create experiences that matter
- Thought leadership: WE create rigorous and relevant knowledge
- Stewardship: We value people, planet and profit

As part of our assessment process and assurance-of-learning standards, the COB has adopted the following learning goals for our undergraduate students:

Learning Goal 1: COB graduates will possess fundamental business knowledge in the core disciplines of Accounting, Finance, Management Information Systems, Management and Marketing.

Learning Goal 2: COB graduates will be able to integrate business knowledge.

Learning Goal 3: COB graduates will be effective communicators.

Learning Goal 4: COB graduates will possess problem-solving skills.