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BADM 360.01: Principles of Marketing

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**Principles of Marketing
Badm 360- Fall 2002
Sections 1 and 2**

Instructor- Nancy King	Classroom: GBB122
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 2nd 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.

Required Reading: FacPac- available at the UC. The FAC-PAC contains articles that will be used as reading assignments for discussion in class as examples of the learning in specific chapters.

Recommended reading: *The Tipping Point*, Malcolm Gladwell, Little, Brown and Company, 2000

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:

Exams (3)	75%
In-class assignments,	10%
Participation, discussion	<u>15%</u>
Total	100%

Optional Final (replaces the lowest of the three mid term exams).

Exams: These will be multiple choice and short answer questions.

Final: (comprehensive and optional) - No late exams or make-ups will be given. The score for the comprehensive exam will replace the lowest score of the three mid-term exams should you decide to take it. However if you score lower on the

final than you did on one of the three mid term exams, the final exam score will still replace your lowest mid-term exam.

Showing up and participating: I consider this extremely important to your overall grade. 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. *Please read all assignments prior to class in order to maximize your learning effectiveness in class.*

Class Assignment:

Oct. 23rd-1-2 page written paper to be handed in at the beginning of class. Keep a copy for yourself for presentations.

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? If it's a product you don't mind purchasing and can bring it to class...I will select people to come up and present their findings and we will have a class discussion about their recommendations.

This is our show n' tell class. ☺

I will ask for volunteers to present their findings during the previous class period before the presentation date. We can probably fit in 10-20 presentations. If you volunteer, it will count towards your participation grade...obviously.

Questions:

- How is the product priced compared to competition?
- How attractive is their packaging? What image of quality do you get?
- 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?

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
- Common Sense

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

Date	Reading Assignment	Chapter
Wed-Sept 4th	Introduction- What is Marketing?	1
Friday-Sept. 6 th	What is Marketing? Reading: "Stores Asking for Personal Information"	1
Mon-Sept 9 th	Marketing Planning Process	2
Wed- Sept. 11 th	Mission/Objectives/Strategies	2
Fri- Sept. 13 th	Completive Advantage/SWOT Reading: "Shakeup in Candy Land"	2
Mon- Sept. 16 th	Corporate Ethics- Readings: "Wanted: Ethical Employers" "NASD Proposes Tougher Rules on IPO Abuses" How Real are the Reforms?" "Should Companies Care/"The New World of Giving"	3
Wed. Sept. 18 th	Global Marketing	4
Fri. Sept. 20 th	Global Marketing	4
Mon-Sept. 23 rd	Marketing Research	5
Wed.-Sept. 25 th	Marketing Research	5
Fri-Sept. 27 th .	Marketing Research	5
Mon-Sept. 30 th	Consumer Behavior-Decision Making Process	6
Wed. - Oct. 2 nd .	Consumer Behavior-Internal Influences	6
Fri- Oct. 4 th	Consumer Behavior How Trends are Spread- The Tipping Point –Hybrid Corn Study-Lecture	6
Mon-Oct. 7th	EXAM	
Wed- Oct.9 th	Target Market Strategies What is Cool?- (Lecture)	8
Fri- Oct 11 th .	Target Market Strategies Readings: "Gen Y" Great Xpectations" Case Study: Sprite(Lecture)	8
Mon-Oct. 14th	Creating the Product- Reading: "Marketers Push Individual Portions and Families Bite." "Starbucks May Indeed Be a Robust Staple."	9
Wed.-Oct. 16 th	Creating the Product Readings: Gillette Case	9
Fri- Oct.18 th	Managing the Product	10

Date	Reading Assignment	Chapter
Mon- Oct.21 st	Managing the Product	10
Wed. Oct. 23 rd	Student Product Presentations-see notes below	
Fri Oct. 25 th	Marketing Services	11
Mon- Oct.28 th	Pricing Strategies	12
Wed.- Oct. 30 th	Pricing Analysis	12
Fri- Nov. 1 st	Pricing Methods	13
Mon- Nov. 4 th	Pricing Methods	13
Wed.- Nov. 6th	EXAM	
Fri- Nov. 8 th	Distribution Channels Costco discussion Reading: "Huge Profits on Slim Margins"	14
Mon- Nov. 11 th	NO CLASS- Veteran's Day	
Wed.- Nov. 13 th	Retail Marketing Reading: <i>Goya Leads Ethnic Sales Trend</i> "	15
Fri- Nov.15 th	Promotional Strategy and Mix Reading:" As Extreme Goes Mass, Nike Nips at Skate Shoe Icon" "In Search of Stars, Shoe Makers Turn to Playground Streetballers"	16
Mon- Nov. 18 th	Promotional Budgeting	16
Wed.- Nov. 20 th	Integrated Marketing Communications	16
Fri- Nov. 22 nd	Creative Strategy- Reading- <i>This Plugs For You</i>	17
Mon- Nov. 25 th	Media Types Reading: "Choices, Choices" "Its Own Language" "How IT Works" " At Bertelsman- Another Blow To Futuristic Media Visions."	17
Wed.- Nov. 27 th	NO CLASS- Thanksgiving Vacation	
Fri- Nov. 29 th	NO CLASS-Thanksgiving Vacation	
Mon Dec. 2 nd	Media Planning- Reading- "Ad Nauseam"	17
Wed. -Dec. 4 th	Consumer Promotion	18
Fr- Dec. 6 th	Public Relations	18
Mon Dec. 9 th	Sales	18
Wed. -Dec. 11th	EXAM	
Fri- Dec. 13 th	Wrap Up and Review	

Thursday Dec. 19th

FINAL EXAM-SECTION 1 (8:10AM section) 8:00am-10:00am

Monday. -Dec. 16th

FINAL EXAM-SECTION 2 (9:10AM section)- 8:00am- 10:00am