

Fall 9-1-2001

BADM 360.01: Marketing Principles

Ann Harwood
The University of Montana

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Harwood, Ann, "BADM 360.01: Marketing Principles" (2001). *Syllabi*. 6500.
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CENTERS****ALUMNI****Home: Faculty & Staff: Harwood: BADM 360: Syllabus****Fall 2001**Download complete copy of syllabus in Word**Instructor: Ann Harwood, Adjunct Instructor****Office:** GBB 370**Office Hours:** Monday 1:30-2:30; Wednesday 1:30-2:30 or by appointment.**Class Meeting Time:**

MWF 8:10-9:00am; 9:10-10:00am

Meeting Place: GBB 122**Required Text:** *Marketing: Real People, Real Choices* (2000), M. Solomon and E. Stuart, Prentice Hall, 2nd edition.**Companion Website:** www.prenhall.com/solomonstuart/. The web site includes current news articles related to class material on a chapter-by-chapter basis, Internet exercises and resources, a research area useful for any term project, a chat area, as well as writing skills and tutoring assistance. Please give me any feedback on this site as you use it, which I will pass along to the publisher.**Required Reading Packet and Notes:** Available at the UC.**Course Content:** This course will provide an introduction to marketing and application of marketing tools, including:

- SWOT (strengths, weaknesses, opportunities, and threats) analysis
- Marketing objectives and budgeting
- Collecting and understanding information (marketing research) about markets, consumers, and business customers
- Segmentation analysis, target selection, and positioning
- The "4 P's" of marketing: product, price, "place," and promotion.

For many of these topic areas, there will be accompanying reading from the popular press about current marketing applications. The overall objectives of the course are to:

- Familiarize students with a basic working knowledge of marketing in today's organizations.
- Provide hands-on practice on marketing problem solving, applying standard marketing tools.
- Develop and enhance students' ability to critically evaluate marketing problems from a variety of perspectives, including managerial/ strategic, as well as ethical/social.

Classroom Environment/Goals: This course will be conducted in an interactive, discussion-based learning environment. Regular attendance, active learning, and participation are expected. My hope is to foster a challenging yet supportive environment where you can flourish and learn.

The above goals are in keeping with the mission of the School of Business, which states:

"The faculty and staff of 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."

Code of Conduct: I assume that students are familiar with the Student Conduct Code, especially as it pertains to academic misconduct. Please note that it is a form of academic misconduct to submit work that was previously used in another course.

Course Requirements

Exams (4@100)	400
Paper	50
In-class Assignments, Participation, Discussion	50

Total Points	500

Exams: Four exams will be given, consisting of both multiple choice and short answer questions. The short answer questions will be application in nature, asking you to apply your knowledge to analyze and solve a particular firm's marketing problems.

*** * No late exams or make-ups will be given. * ***

Exams will be returned and discussed in class. Students not in class when the exams are returned will miss any discussion related to the exam.

Extra Credit: Students may submit by 3:30 in the afternoon one week prior to each exam up to three multiple-choice questions that I will consider using on the exam. Any material is fair game: textbook, articles, speakers, films, class discussion. If I use your question(s), you will receive extra credit in the amount equal to the multiple-choice value of those points on the exam. An added bonus: You'll likely get that exam question correct. If I use only a portion of your question, you will receive partial points. No late questions accepted. Don't put me in an awkward position by even asking—it is not fair to me or your peers.

Written Paper Assignment: (50 points) Each student will select a paper topic (from the list of questions in your class packet). Note that each paper topic has a different due

date. I will pass a sign-up sheet in class during the second week, for each student to sign-up for a paper. Once you have signed up for a paper, you are committed to that topic/due date.

*** * No late papers will be accepted. * ***

The purpose of this assignment is three-fold:

1. It gives you practice in **applying** the concepts that we are learning in class to examples which you select. Note that this assignment is *application-oriented*.
2. It hones 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.
3. It gives you a sample of the sorts of skills I will expect you to demonstrate on the short-answer portion of the exams.

Papers must be between 4-6 pages (typewritten, double-spaced). Number the pages, starting with page 1 for the first full page of text.

Grading of your papers will be based primarily on your ability to provide a *systematic, critical analysis of your topic, based on class concepts*. 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.

Class Participation: My evaluation of your participation emphasizes the *quality* component of your comments and your contribution to the spirit of the class (questions, comments, examples shared, etc). *Quantity* of talking is not the basis for your evaluation. It is your thoughtful, meaningful class contributions which should demonstrate advance preparation for each class (i.e., by reading, analyzing, and synthesizing assigned reading materials). *Merely attending class is a necessary but not sufficient condition for earning class participation points.*

Please ask me for feedback concerning your participation at any point during the semester. If you hope to make effective changes in your participation, it is best to do so before too late in the semester.

General: Please discuss your work and progress with me at any time. You and I can discuss specific problem areas, to further clarify material, or to provide you with more concrete suggestions on how to improve your performance.

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Assignments

Course Requirements: All material you submit for my course should be double-spaced, and 12-point font (easy on my eyes). Many thanks.

Class Participation (10%): In order to stimulate active learning, class time will be heavily discussion-oriented. Obviously, the quality of a discussion class is a function of the quality of each student's preparation. See [syllabus](#) for more detail on how I grade participation.

Exams. (80%) There will be four exams during the semester. They will include a mix of multiple choice questions, asking for factual knowledge about the readings and material covered during the semester, and short answer questions (application in nature, asking you to apply your knowledge to analyze and solve a particular firm's marketing problems).

Paper. (10%) Each student will select a paper topic (from the [list of questions](#) in your class packet). Note that each paper topic has a different due date. I will pass a sign-up sheet in class during the second week, for each student to sign-up for a paper. Once you have signed up for a paper, you are committed to that topic/due date.

*** * No late papers will be accepted. * ***

More information on papers is available in the [syllabus](#).

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DATE	TOPIC/EVENT	ASSIGNMENT
Sept. 5	Introduction: What is Marketing?	Ch.1
Sept. 7	Relationship Marketing	Packet Reading: Personal Information
Sept. 10	Marketing planning process Begin strategic planning and product portfolio models	Ch.2
Sept. 12	SWOT Analysis	pp. 69-78
Sept. 14	TQM and Customer Satisfaction	pp. 67-68
Sept. 17	Introduce social responsibility "Should companies care"	pp. 57-67 packet reading
Sept. 19	Global Marketing & Ethics	Ch.4
Sept. 21	Global Marketing	Ch.4
Sept. 24	Exam Review	
Sept. 26	EXAM 1 - covers Chapters 1-4 and class discussions thru 9-24	
Sept28	Marketing Research	Ch.5
Oct. 1	Marketing Research (Cont)	
Oct. 3	Consumer Behavior	Ch.6
Oct. 5	Reading: "Gen-Y"	Packet Reading
Oct. 8	Business-to-Business Marketing	Ch.7
Oct. 10	Segmentation and Target Marketing	Ch. 8
Oct. 12	Positioning	
Oct. 15	Discussion Continued	
Oct. 17	Review for Exam 2	

Oct. 19	EXAM 2 – covers Chapters 5-8 and class discussions thru 10-17	
Oct. 22	Product Strategy	Ch.9
Oct. 24	Product Strategy	Ch.10
Oct. 26	Product Strategy	Ch.10
Oct. 29	Marketing Services	Ch.11
Oct. 31	Product Pricing/Pricing Methods	Ch.12
Nov. 2	Pricing (Cont.)	Ch.13
Nov. 5	Pricing (Cont.)	Ch.13
Nov. 7	Review for Exam	
Nov. 9	EXAM 3 – covers Chapters 9-13 and class discussions thru 11-7	
Nov. 12	Promotion Strategy	Ch.16
Nov. 14	Integrated Marketing Communications	Ch.16
Nov. 16	Integrated Marketing Communications	Ch.16
Nov. 19	Advertising	Ch.17
Nov. 21,23	Happy Thanksgiving	
Nov. 26	Advertising	Ch.17
Nov. 28	Public Relations	Ch.18
Nov. 30	“This Plug’s for You”	Packet reading
Dec. 3	Internet Advertising	4 packet readings
Dec. 5	Sales Promotion	CH.18
Dec. 7	Finish “Promotion” P	Ch.16
Dec. 10	Distribution Channels	Ch.14
Dec. 12	Internet Channels	
Dec. 13	Wrap-Up and Review	
Dec. 17	Sec. 1 Final Exam 8:00-10:00	
Dec. 18	Sec. 2 Final Exam 8:00-10:00	

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