



Principles of Marketing

MKG 301

(3 Credit hours)

Course Description

This course provides an introduction to basic marketing concepts. Topics include the marketing mix, new product development, consumer behavior, customer relationship management, strategic planning and e-commerce. Students will develop a comprehensive marketing plan and apply course concepts to real or imaginary products.

Learning Goals

The content of this course addresses the following goals:

- Professional competency and professional identity
- Strong communication and interpersonal skills
- Diverse and global perspectives
- Commitment to ethical practices and service

Program Context

This course introduces all students in the undergraduate business core to the fundamentals of marketing as applied to any organization of which they may be a part. It supports the following outcomes:

- Appraise the threats and opportunities of conducting business in a world with fewer barriers.
- Evaluate a company's marketing strategies and make recommendations.
- Access and evaluate relevant information to guide business decisions.
- Deliver powerful presentations and produce examples of effective business writing for diverse audiences.

Course Outcomes

In this course, learners will...

- Assess marketing's role in discovering and satisfying consumer's needs, wants and behaviors
- Determine market size through a target market analysis
- Utilize environmental scanning to identify opportunities and threats in the marketing environment.
- Examine electronic commerce and interactive marketing and how they create customer value.
- Evaluate the electronic presence of various companies in the marketplace (both locally and globally)
- Analyze marketing factors that contribute to a product's success or failure.

Core Concepts, Knowledge, and Skills

- Target market identification;
- Market segmentation;
- Competitive advantage;
- Competitive analysis;
- Positioning strategies;
- SWOT analysis;
- 4P's;
- Environmental scanning;
- Market research;
- New product development;
- Pricing strategies;
- Consumer behavior;
- E-commerce;
- Global marketing.

Overview of Course Grading

Midterm Activity	20%
Final Activity	20%
Marketing Plan	35%
Instructor Determined Assignments (Also Including Participation)	25%
TOTAL	100%

Grading Scale

A	95%-100
A-	90%-94%
B+	87%-89%
B	83%-86%
B-	80%-82%
C+	77%-79%
C	73%-76%
C-	70%-72%
D+	67%-69%
D	63%-66%
D-	60%-62%
F	under 60

Specifics of Course Assignments

Midterm Activity

You have been approached by the makers of a new innovative product. The executive team is awaiting your expertise, direction & research conclusions for a product launch. You are asked to research and develop a target market profile, SWOT analysis, product positioning strategy, survey and a strategy for entering an appropriate foreign country. Your instructor will provide you with the product name, description, and detailed activity directions.

Final Activity

Based on your research submitted for the Midterm Activity, the executive team would like further marketing research conducted for production and product launch including a pricing strategy, media strategy, potential sales objections, and an advertisement. Your instructor will provide you with detailed activity directions.

Marketing Plan

Just as a road map guides you on a journey, a marketing plan guides you and your staff to reach your goals; it keeps you from wandering off-course.

A marketing plan contains information about a company and its products or services, marketing objectives and strategies, as well as how you will measure the success of the marketing activities. It describes all the marketing activities you'll perform during a specified time period (usually one year). It also assesses what is going on in the marketplace and how it affects your business. This in turn helps you to understand who your customers are and how you can best meet their needs. You'll also include any background information and research results you used to select those marketing activities. Finally, you'll document the costs associated with your planned marketing activities as well as the measurements you'll use.

In your marketing plan, you may create a company to introduce a new product/service or introduce a new or modified product/service for a company that already exists. In week four, a two-to-three paragraph synopsis of your marketing plan is due to your instructor. Your instructor needs to approve your idea and will stipulate a page limit and the number and types of sources you will be required to consult.

Your Marketing Plan must include the major sections in the *Sample Marketing Plan* provided by your instructor. It should reflect marketing strategies for a minimum of one year.

Late Assignments

Students are expected to meet submission requirements for assignments in a timely manner. Evaluation includes an assessment of timeliness. Late assignments jeopardize your learning, and may also for your classmates.

A 1%, per each day late, penalty will be assessed for all late work. All assignments MUST be turned in no later than the last night of the course.

Participation

Students are expected to be actively engaged in a discussion or other activities. Active engagement means contributing substantive, thoughtful and reflective responses. If online, students must post their initial responses during the first three days of the week, and their responses to other students' postings during the last four days of the week.

Professional Writing

All assignments for this course should be of professional quality. The writing should always take into consideration the intended audience. Hand written work will not be accepted.

References should be cited for all facts, ideas, conclusions, and opinions that are not your own.

A proper title page should preface all written assignments, unless otherwise stated. The title page should include: your name, the title of the paper, the name and number of the course, your course start date, the date submitted, and the name of the instructor.

Academic Integrity

Scholastic honesty in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding Sant'Anna policy on scholastic honesty and adhering to its standards in meeting all course requirements.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly. Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session.

Textbook

"Principles of Marketing", 11th Edition, by Philip Kotler, Gary Armstrong, Prentice Hall (January 19, 2013).