

## Marketing Principles

**Course Number:** MKT 3130 4 Credits

**Course Time:**

MF 11:45 p.m. – 1:25 p.m. (Sect 01)

MW 6:30 p.m. – 8:10 p.m. (Sect 02)

**Office Hours:** MW 3:00 p.m.–5:30 p.m. and  
by appointment

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## Course Approach

Marketing is a noble and important pursuit. It is about 2-way communication between the firm and the customers. Marketing is virtuous when it looks for the needs of the customer and finds ways to meet them. It is about learning what customers really want and are thinking about and working at finding ways to meet those needs. It is an area of business that allows you to gain and retain customers because you know and meet their needs. This is quality marketing and if you are not engaged at competing for a customer based on the quality of the product, service, and brand, you are only competing on price. If you are only competing on price, your business is vulnerable.

The purpose of this course is to learn marketing concepts and processes. We will discuss marketing as a philosophy that underlies business actions that include:

- The assessment of the marketplace (Promotion, Price, Product)
- The understanding of the customer/consumer (Promotion)
- Market Segmentation and targeting (Promotion, Place/Distribution)
- Creating value (the product)
- Capturing value (Pricing, Promotion)
- Delivering value (Place/Distribution)
- Communicating value (Promotion)

## Learning Outcomes from this Course

1. Students will demonstrate they can analyze the marketplace.
2. Students will demonstrate they can identify customer needs/wants and identify viable target markets.
3. Students will be able to define and apply the “4P’s” (Product, Price, Place, Promotion) of Marketing to professional situations.
4. Students will be able to apply marketing concepts and strategies to offer sound solutions to professional marketing problems.
5. Students will build strategy and tactics for marketing in a comprehensive plan.
6. Students will be able to write a marketing plan in a group context.
7. Students will integrate knowledge from other coursework in this course.

## Course Material

**Required Material:**

- Kotler, P.T. 2015. Principles of Marketing. 16<sup>th</sup> Edition. Prentice Hall.
- A Windows® version of Excel® (2010 or higher). Although you can use other versions of Excel to complete the coursework, there are variations between versions that may

make the work more difficult for you. A version of Excel is available for free on (nearly) all public computers on campus. You may also get a one-year license for office 365 though the Library computer center. See <https://www.carthage.edu/live/news/4252-get-ms-office-365-for-free> and contact Carol Sabbar for the license.

- On occasion additional books and readings may be assigned and left on reserve or on e-Learning

## Evaluation and Assignments

- **Grades:** Course grades are based on the following assignment/exam values in the table below. Incomplete grades are given on rare occasions based on illness or uncontrollable factors, and need instructor approval. Grading standards are based on the grading system listed in the *Carthage College Catalog* (<https://www.carthage.edu/academics/catalog/>). Students are expected to conform and adhere to the College's code of academic conduct that can be found at: <http://www.carthage.edu/campus-life/code/academic-concerns/>. Your instructor has also posted a complementary guideline on e-learning.

Graded Categories	Percentage
Assignments, Case Studies, Labs	25%
Case Papers	25%
Online Reading Quizzes	15%
Professional Portfolio	5%
Team Marketing Plan	25%
Class Participation	5%
<b>Total</b>	<b>100%</b>

- **Online Reading Quizzes**—There will be regularly scheduled reading quizzes online. Scheduled quizzes will be available in e-learning. These will be a mix of multiple choice type questions and may include short essay or short answer questions. Spontaneous quizzes will be in-class assessments of the class progress.
- **Assignments—Case Studies, and Labs**—These assignments ask you to integrate the lectures, assigned reading, and other material. These problems provide the practical experience to enhance your theoretical understanding of the material. All assignments are due at the specific time assigned or at the beginning of the class period assigned. Late assignments will be docked according to the late work policy (see below). Graded exercises are generally returned to students as soon as possible following their due date. Late exercises will be graded at the convenience of the instructor (warning—sometimes this can be a long time). It is in your best interest to begin assignments early (this comes as advice from others who have taken this course from me). Some of these assignments will be team assignments and some will be individual.
- **Case Papers**—Students will complete 10 short case papers during the semester. They will be graded in 2 ways. They will be reviewed for completeness and be graded as complete/not complete. During the semester 3 of them will be selected randomly and evaluated more closely as a professional piece. It will be graded based on your ability to integrate material from the text, lecture, and other sources to respond to the question posed. The quality of your writing will also be evaluated.
- **Team Marketing Plan**—This will be a group project You will build a significant marketing plan (approximately 2000-3000 words—excluding appendices). You will present this plan at the end of the semester in a formal class setting. A more detailed assignment sheet will be distributed later.

- **Professional Portfolio**—During the semester you should be compiling your work into a digital portfolio. This is not designed to be an onerous task. The portfolio will not require you to make any new material; rather this is a “gathering reflective exercise.” This is to be a document that you use as a resource later on for employment interviews. It will allow you look back and remind yourself about what you have learned so you can discuss with potential employers and internship sites what you know and what you can do. It should not simply be a collection of “stuff” but a description and reflection upon what you have learned this semester. The best advice in preparing your portfolio is to place a separate “clean copy” of your each of your assignments in a master document. Each assignment should also include a short description of the project and the skills you gained in the process. There should also be a cover sheet explaining your skills and abilities. A formal assignment sheet will be distributed later.
- **Course Participation**—This is more than just “speaking up” in class. It is a matter of being ready for class.
  - Be ready for spontaneous short in-class writing assignments—doing well will help you
  - Be ready for in class discussions on the material
- **Late work and Assignments**—all assignments are due on the day stated in the assignment—no exceptions—so do not ask. If no specific time of day is specified—it may be turned in at any time during the 24 hour time period for that day. Late work is still accepted by the instructor. You may turn in late work up until **May 7, 2017**. The penalty for late work is a 1% deduction from the grade earned per day late. In-class work and quizzes cannot be made up—however the instructor will drop the lowest 10% of your in-class assignments and quizzes.
- Any piece of work without a name on it will have 5% deducted from the grade.

## Notes on Technology

Our class is fortunate to have access to quality hardware, software, and internet applications available to us. These applications allow the course to be taught very differently than it was just a few years ago. The following are notes which need to be made explicit:

- I do have some expectations that align with department expectations about skills with Microsoft Excel. These align with a course on Lynda.com (free access to Carthage students) called Excel 2013 Essential Training with Dennis Taylor. You are expected to be able to perform the types of Excel operations in this course. If you have yet to learn these, you can take the course for free through Carthage’s Lynda.com license.
- The College has invested in a Course Management System (CMS) called e-learning. E-learning helps us create course site that better serves our needs. Your instructor has used web pages in courses for several years, but e-learning offers some unique features that will explore in the coming weeks. You will log onto the course through the College portal.
- The exercises and problems assigned in this course assume that you are using a Windows 7 or later interface along with updated web browsers. There is no prohibition in using Linux, Unix, or Apple interfaces—however since I don’t work with them regularly, my ability to provide tech support may be limited.
- Although technology solves many problems, it can also create them. Your instructor **expects** problems to occur. It is your responsibility to ask questions and seek solutions. No question is too basic or too simple. **It is not out of bounds to call the instructor at his home before 9:00 p.m.**

## Other Expectations

- Your excellent attendance is assumed. The absent student has the same responsibilities as those who were present. It is assumed that if you are away, there is an adult reason and that you will let me know. An email is appreciated.
- Your instructor assumes that not every word that drops from his mouth is crystal-clear—questions in class are expected and welcome. Visits to his office to clarify materials and assignments are encouraged.
- The instructor reserves the right to alter the course schedule and syllabus. These updates will appear as announcements in e-learning or general e-mails to the class.
- The College expects faculty to maintain active scholarly lives. As part of my scholarly work, I am often invited to travel to schools and conferences for consulting and speaking engagements. I will adjust your workload when I am away so my absence is not an issue.
- The instructor reserves the right correct clerical errors on the assignments, syllabus, or the e-learning system.
- The instructor assumes you are using your Carthage e-mail as your primary academic e-mail address. If this is not the case, it is your responsibility that messages sent through e-learning to your Carthage e-mail is properly forwarded to your primary academic e-mail account. In other words: not using your Carthage e-mail account is not an excuse for a missed assignment or update.
- If you use a non-Carthage e-mail to contact me you run the risk of being caught in the College's spam filter—this is your problem and not mine. It may be two or three weeks before I check the spam filter—students have had messages languish there for weeks or be auto-deleted.
- Although it is fine to text and email the instructor with questions, some questions are too complex to effectively answer by text or email. If my response to you is “call me” you should contact me on my cell phone. If you receive a text response of “160” it means the question is too complex for texting and you should call me directly (it takes more than 160 characters to explain).
- All wireless and electronic devices must be shut down or in silent mode during the class period unless prior arrangements have been made with the instructor. We will use your wireless devices in class—so bring them with you. Working on Facebook and email during class means that I'm not pushing you hard enough. If I notice this, you should expect to be called upon or assigned more complex work.
- No portion of class may be electronically recorded by any device without prior approval from the instructor.
- Please address any special needs or accommodations with the instructor at the beginning of the semester. You will also need to have documentation on file with Diane Schowalter in the Advising Center (x5802.) This information will be kept confidential.

## Class Schedule, Readings and Case Studies

This class meets twice a week and I am teaching 2 different sections. One section meets on Monday and Wednesday and the other meets on Monday and Friday. To avoid confusion I've labeled the week as class #1 (Monday for both sections) and class #2 (Wednesday or Friday depending on whether you are in the afternoon or evening class). Except for week #1, complete the readings and the reading quiz prior to the class of the week.

Date	Topic	Reading
<b>Week 1</b> <b>2/1/17</b> <b>Class #2</b>	Discussion of Syllabus and Expectations	
<b>Week 2</b> <b>2/6/17</b> <b>Class #1</b>	Marketing Gestalt and Market Process	Chapter 1 Marketing: Creating and Capturing Customer Value
<b>Class #2</b>	Marketing Strategy and Market Process	Chapter 2 Company and Marketing Strategy: Partnering to Build Customer Relationships
<b>Week 3</b> <b>2/13/17</b> <b>Class #1</b>	Marketing Plan Work (Continued) Analysis of the Marketing Environment The Value of the Customer and the Marketplace	Chapter 3 Analyzing the Marketing Environment
<b>Class #2</b>	Marketing Data, Statistics and Reporting The Value of the Customer and the Marketplace	Chapter 4 Managing Marketing Information to Gain Customer Insights
<b>Week 4</b> <b>2/20/17</b> <b>Class #1</b>	Chris Grugel Visit Modeling Consumer and Buyer Behavior The Value of the Customer and the Marketplace	Chris Grugel Visit Chapter 5 Consumer Markets and Consumer Buyer Behavior Closing the Loop on Location-Based Marketing <a href="http://www.geomarketing.com/closing-the-loop-on-location-based-marketing">http://www.geomarketing.com/closing-the-loop-on-location-based-marketing</a> The Psychology Behind Costco's Free Samples <a href="http://www.theatlantic.com/business/archive/2014/10/the-psychology-behind-costcos-free-samples/380969/">http://www.theatlantic.com/business/archive/2014/10/the-psychology-behind-costcos-free-samples/380969/</a>

Date	Topic	Reading
<b>Class #2</b>	Business Markets The Value of the Customer and the Marketplace	Chapter 6 Business Markets and Business Buyer Behavior
<b>Week 5</b> <b>2/27/17</b>	Segmentation and Targeting	Chapter 7 Consumer-Driven Marketing Strategy
<b>Class #1</b>		
<b>Class #2</b>	Products and Services	Chapter 8 Products, Services, and Brands: Building Customer Value
<b>Week 6</b> <b>3/6/17</b>	New Product Development	Chapter 9 New Product Development and Product Life-Cycle Strategies How Did Walmart Get Cleaner Stores and Higher Sales? It Paid Its People More– <a href="http://www.nytimes.com/2016/10/16/upshot/how-did-walmart-get-cleaner-stores-and-higher-sales-it-paid-its-people-more.html?_r=1">http://www.nytimes.com/2016/10/16/upshot/how-did-walmart-get-cleaner-stores-and-higher-sales-it-paid-its-people-more.html?_r=1</a>
<b>Class #1</b>		
<b>Class #2</b>	Pricing I	Chapter 10 Pricing: Understanding and Capturing Customer
<b>Week 7</b> <b>3/13/17</b>	Pricing II	Chapter 11 Pricing Strategies: Additional Considerations The Weird Economics Of Ikea <a href="http://fivethirtyeight.com/features/the-weird-economics-of-ikea/">http://fivethirtyeight.com/features/the-weird-economics-of-ikea/</a> Food Inflation Kept Hidden in Tinier Bags <a href="http://www.nytimes.com/2011/03/29/business/29shrink.html">http://www.nytimes.com/2011/03/29/business/29shrink.html</a> When Food Packages Get Smaller, Profits Get Bigger <a href="http://indianapublicmedia.org/earthbeats/food-packages-small-profits-big/">http://indianapublicmedia.org/earthbeats/food-packages-small-profits-big/</a> In Small Packages, Fewer Calories and More Profit <a href="http://www.nytimes.com/2007/07/07/business/07snack.html?_r=0">http://www.nytimes.com/2007/07/07/business/07snack.html?_r=0</a>
<b>Class #1</b>		
<b>Spring Break</b> <b>Week</b> <b>3-20-17</b>	Spring Break	Spring Break

Date	Topic	Reading
<b>Week 8</b> 3/27/17 Class #2	Market Channels	Chapter 12 Marketing Channels: Delivering Customer Value
<b>Week 9</b> 4/3/17 Class #1	Retailing and Wholesaling	Chapter 13 Retailing and Wholesaling
<b>Class #2</b>	Communication and Engagement I	Chapter 14 Communicating Customer Value: Integrated Marketing Communications
<b>Week 10</b> 4/10/17 Class #1	Advertising and Public Relations	Chapter 15 Advertising and Public Relations
<b>Class #2</b>	TBA	
<b>Week 11</b> 4/17/17 Class #1	Easter Break	
<b>Class #2</b>	Advertising and Public Relations	Chapter 15 Advertising and Public Relations
<b>Week 12</b> 4/24/17 Class #1	Selling Sales, and Promotion	Chapter 16 Personal Selling and Sales Promotion
<b>Class #2</b>	Direct, Online Marketing	Chapter 17 Direct, Online Social Media, and Mobile Marketing:
<b>Week 13</b> 5/1/17 Class #1	Competitive Advantages	Chapter 18 Creating Competitive Advantage Baby Boomer Women Remain Invisible to Marketers <a href="https://www.ama.org/publications/MarketingNews/Pages/baby-boomer-women-remain-invisible-to-marketers.aspx">https://www.ama.org/publications/MarketingNews/Pages/baby-boomer-women-remain-invisible-to-marketers.aspx</a>
<b>Class #2</b>	Global Markets	Chapter 19 The Global Marketplace

<b>Date</b>	<b>Topic</b>	<b>Reading</b>
<b>Week 13</b> <b>5/8/17</b>	<b>It's a Noble Profession—Ethics and marketing</b>	<b>Chapter 20</b> <b>Social Responsibility and Ethics</b>
<b>Class #1</b>		
<b>Class #2</b>	<b>TBA</b>	
<b>Final Exam</b> <b>Day Class</b> <b>Monday,</b> <b>5/15/17</b> <b>10:30 am</b> <b>to 12:30</b> <b>pm</b>	<b>Market Plan Presentations</b>	
<b>Final Exam</b> <b>Night Class</b> <b>Monday</b> <b>5/15/17</b> <b>6:00 pm to</b> <b>8:00 pm</b>	<b>Market Plan Presentations</b>	