

Fall, 2012

SAINT MARTIN'S UNIVERSITY

COURSE SYLLABUS

**Business Administration BA330
Principles of Marketing (3)**

(revised 8-2012)

Class Meeting Time: Monday, Wed., Friday @ 9:00-9:50 a.m.
Instructor: Paul Patterson
Office: Room 378, Old Main
Office Hours: Tues. Thurs. 11:00 to 11:50
Telephone: Office, 360-438-4373
Assistant: Keri Olsen, 360-438-4512
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Email: ppatterson@stmartin.edu
Text: Principles of Marketing, 13e.
Kotler, Philip & Gary Armstrong. New Jersey. Prentice Hall, 2008 or 2010 (13e)
ISBN book order Info:978-0-13-607941-5*

***Note: Older editions of this text (12e), if available to you at a substantial cost savings, covers the same basic information, with some updating and the ISBN number for one older edition is # 0-13-142410-6 (paperback); the newer 13e edition is 13:978-0-13-607941-5.**

The Course Objective:

This course addresses the challenges of managing customer-centric organizations that must effectively deal with technological change and global business. Critical marketing skills and insights are presented. The course seeks to integrate instructor and student experience, text and web information, and team project processes into a holistic learning experience.

Course Description:

The noted business guru, Peter Drucker, stated "...marketing is the core and focal point of all successful business". "Brand You" principles of marketing introduces students to the concept that branding—creating customer value and satisfaction is the core of a successful business enterprise. In fact, today's business has two prime objectives—delivery of customer satisfaction and innovation, the practical extension of invention. This course is about mastering today's business and life skills in a "market driven", customer oriented world. Nearly all the material presented is applicable to today's society and its members.

Pre-Assignments:

Read Kotler, Chapter 1

Required Texts and Materials:

Kotler, Philip & Gary Armstrong, Principles of Marketing, 12th ed. New Jersey: Prentice Hall, 2008. Note, the 13th ed, 2010 has basically the same information and chapter content.

Please visit your professor's Saint Martin's University faculty web site, BA 330 materials; including PowerPoint lectures. You may wish to click on the MBA 606 Marketing course for additional PowerPoint presentations from "The Core" text. Both your text and the "Core" text has a publisher's web page with additional chapter examinations. The "Core" web site listed in your text can be found at www.mhhe.com/kerin. I highly recommend www.prenhall.com/armstrong for additional resources including chapter sample test questions that are instantly graded. Various web and Internet sites related to marketing are also provided.

Relationship of Course to Program Curriculum:

BA 330 is a marketing area of concentration course in the Bachelor's, Business Administration Program as well as a required core business course.

Entry Competencies and Requirements:

Students completing this course are expected to:

1. Write at the college level.
2. Have access to and utilize a word processor in preparation of written submissions. **Correct use of grammar is a course requirement.** Use course terms wherever possible.
3. **Attend all classes.** *Be on time* and sign in. Please note **points** are possible for class participation. You cannot participate if you are late or absent!
4. **Actively support and materially participate in student team assignments.** Successful team participation is a significant part of your grade. **Consult hand-out regarding both oral and written presentations as well as your rights and obligations as a team member.** Be sure you read and fully understand these materials. Copies are available for the asking.

Learning Outcomes:

During the marketing course, you will study key management concepts that can enhance your ability to perform critical business related thinking and business decision making. Through this course and upon its successful completion, you will be able to:

1. Apply marketing vocabulary, theory and concepts toward understanding and successfully addressing managerial business problems.
2. Analyze in written and oral presentation form, basic marketing principles related to specific business case situations.

- Understand and identify marketing opportunities and how marketing concepts and tools can be applied to achieve organizational objectives.
- Appreciate how marketing can enhance communication between people and increase customer satisfaction while generating an acceptable return on investment.

Activities To Meet Objectives:

- Extensive class analysis and discussion of text materials, text book and material hand-outs.
- Team oral presentations addressing case materials provided on the instructor's faculty page and related materials.
- A written scholarly critical article analysis**, between **four and six typed** double spaced pages in length. NOTE: The critical **article** analysis is not a report summarizing the article! Do not be creative with the paper format. More on this personal assignment is provided below.
- As part of a **class team term project**, you will prepare a **written analysis and oral presentation**. Your team will act as a consultant to a company's marketing department. **This written analysis will focus on recommended marketing management action and will be no less than ten typed double spaced pages. This is a formal term paper requiring MLA format, bibliography and the use of citations to avoid plagiarism.**
- Closed book/notes interim examinations, papers, presentations and final written examination.

Overall Coursework and Grading Scheme:

<u>Criteria:</u>	<u>Possible Points:</u>	<u>Grading:</u>
Written Article Analysis	40	95-100= A 75-80 = C
"Marketing" Term Presentation:		92-94 = A- 72-74 = C-
Subject & Team Composition	10	
Outline Draft	20	
Final Presentation & term paper	70	
Class Discussion, team case presentations	60	90-91 = B+ 70-71 = D+
Two interim examinations @ 50 pts. each	100	85-89 = B 65-69 = D
Final Examination	100	83-84 = B- 62-64 = D- 81-82 = C+ 0-61 = F
Total Possible Points:	400	

$\frac{\text{Total Points Earned}}{\text{Total Possible Points}} \times 100 = \underline{\hspace{2cm}}\%$.

The percent will be converted into the final grade you earn.

You are required to:

HAND IN ALL ASSIGNMENTS ON THE DATE DUE:

- Come to class prepared to participate:

Read assigned chapters and prepare to contribute to the class discussion regarding the subjects presented.

- Participate in team "Mini Case" presentations:

Class teams will be assigned "Case" presentations. These cases are downloaded from your instructor's faculty web page. Analyzing and presenting these cases will provide your team the opportunity to develop and polish your team presentation skills in preparation for your term project presentation.

Oral Team Presentations (OTPs) should be limited to 10 minutes. Clearly identify, analyze and present key marketing issues contained in the case as well as your recommended action. Anticipate and be prepared for class questions. Presentations are graded by class members.

3. Scholarly* Critical Marketing Management Article Analysis:

The scholarly critical article analysis you individually write will familiarize you with library business sales management sources. The **JSTOR** research engine has numerous scholarly articles that can be viewed and printed in full text.

The article you choose should be no older than five (5) years. While following and numbering the below outline, you must quote enough of the article to reinforce and substantiate your analysis, again using proper citation procedures.

Paper Format:

Follow the requirements outlined in the "Oral and Written Presentation Advice" hand-out. Avoid plagiarism by following the reference process given. Use proper citations as required. Be sure the article source you analyze is "scholarly".

The objective of your paper is not to restate the article. It is to analyze the author's position in terms of credibility and factuality. Address the bulk of your paper to answer whether the author is convincing. You are to utilize marketing management concepts and terms to support your analysis.

Your paper will be graded based on the persuasiveness of your support for the position you take. Please keep your paper length between four and six pages, double space, 12 pt. type, Courier New font. This is a formal paper requiring the proper MLA format and citations. Do not be creative in paper format.

Note: Incorrect grammar or format may result in rejection of your paper. MLA formatting (including use of references and citations) is a requirement. An excellent outline for using MLA format is the Purdue University Online Writing Lab at <http://owl.english.purdue.edu/owl/> or Google "Purdue Owl".

* If you ask, "How do I determine what is a scholarly article?" go to www.csuchico.edu/lins/handouts/scholarly.pdf

The article you select must be of the same "scholarly" level as shown on the above web site. In short, the article must contain formal references (citations) as shown on the reference grid. Please limit your article search to **one of the following marketing management areas** and state under part #1 which one of the below areas you are researching:

1. Market Research
2. Consumer Behavior
3. Market Segmentation
4. Product Lifecycle
5. Service Marketing
6. Distribution Channel Marketing
7. Internet Marketing
8. Social Marketing
9. Decline in Media Advertising Expenditure

NOTE: To obtain maximum credit, these elements must be addressed in your written submission. (Don't restate the article). **Number and address each of the below steps in your submission.**

Value	Number Each Step	
10%	Step 1:	State the above marketing area you have selected (1 through 9 above). Provide an article abstract.
10%	Step 2:	State article relevance to course. How/why is the article relevant? Give the area you are addressing.
10%	Step 3:	Is the author's presentation logical? Is the author convincing to you? Why? Is his premise reasonable? Does the author's conclusion logically follow?
25%	Step 4:	What are the article's strengths and weaknesses? Identify the article's major strengths and its major weaknesses.
20%	Step 5:	What's your basis for agreement or disagreement with the author? What points do you agree/disagree with and why?
15%	Step 6:	What is the quality of the bibliographical (additional) support the author offers to support his position—or for your critical position? What supporting documentation is presented for or against the position taken by the author?
10%	Form.*	Use correct grammar, spelling, punctuation. Significant grammatical errors will result in paper rejection.

100%

Include in your submission:

- a. A MLA formatted cover sheet
- b. Numbered pages following MLA format
- c. **Attach a copy of the article**

Please feel free to discuss your progress with me at any point. Often the most difficult issue is getting started. By carefully limiting the scope of your work you can address the assignment with the resources (time etc.) you have available. The **grade you earn** is determined by the treatment you give your assignments. It is the result of your analytical content (how well you address the assignment), the presentation (format) and the scope of your effort as well.

4. Team Marketing Staff/Consulting Presentation:

Your team will present a term oral presentation and written paper that will demonstrate your mastery of marketing concepts as applied to a company.

Based on your research, limit your presentation to a narrow marketing management issue that can be identified, summarized, addressed and presented in the limited time you have (20-25 minute oral presentation). Do not allocate more than two minutes in your oral presentation, or more than one page in your written paper regarding company background. The company is not the issue, marketing management is. The oral presentation should highlight marketing issues and recommended marketing action. The written report should provide the background and marketing detail supporting your recommendations. The presentation and written report must be a **collaborative effort by all team members**. Follow the "Oral and Written Presentation Advice" hand-out regarding written and oral presentation requirements.

Companies will be assigned based on a random drawing:

- | | |
|---------------------------|-------------------|
| 1. Apple Computer Co. | 7. General Motors |
| 2. Firestone Tire Co. | 8. Snapple Juice |
| 3. Jet Blue Airline | 9. IBM Corp. |
| 4. Netflix (not included) | 10. Facebook |
| 5. Jones Soda Co. | 11. Wendy's |
| 6. BP | 12. Toyota |

As noted in your syllabus and schedule, a presentation outline is required.

Once a company is assigned, changes become problematic. Confirm team make-up and company assignment by business memo to your instructor.

Assignment Grading Criteria:

Use of marketing concepts,	20%
Development of major marketing elements with Supportive data based on researching your company	35%
Written paper submission: form and grammar	15%
Oral Presentation*	30%
<hr/>	
	100%

*Oral Presentation is graded by your peers and instructor on an evaluation form.

*** Class members will complete a "Group Presentation Evaluation Form" rating the above elements for each oral presentation.**

In addition, team members will complete a "Member Participation Evaluation for Team and Group Projects". Read and understand the "Student Rights and Responsibilities Course Team Performance Member Contribution Evaluation and Grading" hand-out.

Note: Both the oral presentation and the written submission must address the above points to receive the maximum points possible. The written team paper will be turned in the final day of scheduled class.

Please include copies of oral presentation materials in your written submission as well. If you wish this material returned to your team, please bring a self-addressed and stamped envelope the final day of class, **or pick up the graded presentation at my office. Be sure you have the necessary postage affixed.**

Common Team Mistakes:

- Assigning team members to type various sections, ending up with different fonts, extensive grammatical errors, and little continuity, a failing grade.
- Failing to use concepts and business terminology presented during the course.
- **Plagiarizing the submission leading to action discussed in the hand-out materials.**

5. Closed book/notes examinations:

Interim examinations, final examinations and peer team ratings will assist in determination of knowledge transfer. Everyone learns at differing rates. A significant percentage of the course grade occurs in the second part of the course. Our library has assigned a business librarian that is fully qualified to help you start your term project research. Sources I have found useful include: Saint Martin's Web Site: www.stmartin.edu/library/datababases then--under the dropdown screen, enter "view databases by subject", then

Enter business

Click on Submit

Click on JSTOR

Click on Search, then enter your subject, for example "marketing planning"

Click on **Begin Search**, and select your article for analysis.

Only credible (scholastic) resources should be used in your list of references.

For general meta search: www.google.com www.yahoo!.com

For business articles: www.fool.com

For added text materials www.prenhall.com

For small business www.loe.org/smbiznet/sites/index

For advertising www.adage.com/

For publicly held comp. www.hoovers.com/

For better bus. Bureau www.bbbonline.org

For international bus. www.wonsumer.gld.gov.au/business/index.htm

For writing style and formatting: <http://owl.english.purdue.edu/owl/resource/>

For scholarly article definition <http://lib.newpaltz.edu/assistance/scholar.html>

Please note:

1. *If you need course adaptations or accommodations because of a disability, if you have medical and/or safety concerns to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as-soon-as possible.*

2. *Both the Learning Center and Writing Center provide tutoring in a wide range of subjects. These centers offer individual learning consultations, study group assistance and supplementary learning resources. The tutoring schedules are posted.*