

UNIVERSITY OF GEORGIA
Terry College of Business
MARK 3000H Principles of Marketing Honors Class (Fall 2007)

<i>Professor:</i>	Dr. Vanessa Patrick	
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<i>Office:</i>	Brooks Hall, Office 127	
<i>Office Hours:</i>	Tues/Thurs 1 pm – 2 pm & by appointment	
<i>Class Time:</i>	Tues/Thurs 11:00 a.m. –12.15 a.m., Moore College Room 202	

Reasons to take this course:

The significance of a marketing orientation for business organizations is widely recognized today. The business press and corporate annual reports constantly highlight the importance for companies to get closer to their customers and to attempt to offer more value than their competitors. While it is the marketing managers who are primarily responsible for creating and implementing marketing strategy, managers in finance, accounting, management, production, information systems etc. should also understand marketing strategy since the development and execution of marketing programs may require their cooperation and approval as well as impact activities basic to their own functions. For example, it is impossible to value a firm and its stocks and bonds, to establish its credit rating or to plan for its financial needs, without understanding of the direct consequences of marketing (i.e. its revenues from customers). Since managers across all functional areas of an organization need a solid understanding of marketing fundamentals to succeed, this course is relevant for both marketing majors and non-majors.

Course Objectives:

Specific course objectives are provided below:

1. Learn broadly about the marketing function as it is practiced in various types of business enterprises. This includes learning about marketing concepts, terminology, theories, perspectives, values and analytical methods, central to the practice of modern marketing. Gain familiarity with the elements of the marketing mix (product strategies, pricing, promotion and advertising, and distribution) and enhance problem solving and decision making abilities in these operational areas of marketing.
2. To understand how marketing is *not* a separate discipline but how it is integrated with manufacturing, sales, finance, human resources, legal, management information systems, customer service, etc.

3. Develop management skills required to work successfully in any marketing-related field. This includes the ability to work productively with others, to synthesize and integrate information and thoughts and to present ideas effectively both in writing and orally.
4. Develop a professional and business-like attitude and cultivate a sense of responsibility for one's own behavior and learning.
5. Have fun!!

The first three objectives reflect the role of a foundation course in introducing a very important function, namely marketing, to aspiring business managers. The fourth and fifth objectives, I believe, are central to the college academic experience and learning irrespective of the field of specialization. *We* will strive throughout this course to direct all activities, including instruction, assignments and evaluation to aid us in reaching these objectives.

Course Specifics:

MARK: 3000H	Marketing Honors
CREDIT HOURS:	3 hours
PREREQUISITE(S)	Not open to students with credit in MARK 3000 Prerequisite: ACCT 2101 and MGMT 2090 or CSCI 1100-1100L and permission of Honors.
CALL #	23-115

Required Text: Boone, Louis E. and David L. Kurtz (2008), "*Contemporary Marketing, 13 e*, Thomson South-Western Publishers.

Recommended Reading: Business Week, Brandweek, Marketing News, Advertising Age, Wall Street Journal and Adweek. Selected Harvard Business Review articles. (Please see me for specific areas of interest).

Additional Material:

We are scheduled to discuss three copyrighted cases during the semester. The cases will be available for purchase at Bel-Jean's. Lecture notes, some handouts, links to external marketing websites, good books, etc. will be available on Blackboard. Please check the course postings on the Blackboard website regularly for class announcements and instructions (<http://terry.blackboard.com/>). You should always check the postings here before coming to class – some postings may be crucial in ensuring that you are in step with the rest of the class. Please go to the website for a copy of all course handouts. Important handouts will be given to you in class and also posted on the course site. This site contains many things you will find useful over the course of the semester, including:

- Special announcements/corrections
- Course bulletin board
- Assignments
- Syllabus and course schedules
- PowerPoint slides
- Other fun and useful things

Assessment: Your final grade in the course will be based on the following individual (70%) and group work (30%):

Assignment	Percent of Total	Points Breakdown	Due Date
In-Class Participation	10%	10%	Aug 16 th to Dec 6 th 2007
Midterms	50%		
• Midterm 1		25%	Oct 9 th 2007
• Midterm 2		25%	Nov 20 th 2007
Take-home assignments	10%	2.5% each	Aug 28 th , Sept 25 th , Oct 18 th , Nov 13 th 2007
Team Strategic Marketing Plan	30%		
- Team names and members			Aug 28 th 2007
- Product proposal			Sept 4 th 2007
- Mid Term Presentation			Oct 2 nd – Oct 4 th 2007
- Final Presentation			Nov 27 th – Dec 6 th 2007
- Write up			Dec 6 th 2007
Total	100%		

GRADING SCALE

The following is the scale used to determine approximate cutoffs for each grade (based on a total of 100 points):

93 or above	A (there is no A+)	79, 78, 77	C+
92, 91, 90	A-	76, 75, 74, 73	C
89, 88, 87	B+	72, 71, 70	C-
86, 85, 84, 83	B	69-60	D (there is no D+ or D-)
82, 81, 80	B-		

A. CLASS PARTICIPATION (10%)

Regular lecture attendance and active participation (especially during case discussions/in-class exercises) will enhance your chances of success. Learning is maximized when *all* participants come prepared to class by completing the readings and field assignments and actively participate in class discussions. Students are expected to read the assigned materials before each class (PowerPoint slides of each lecture will be posted on Blackboard before class). Several in-class assignments or field assignments will be scheduled through the semester and the participation in these assignments

contributes to the grade. To obtain a grade for participation you *must* attend class sessions (please let me know in advance by email or in writing if you cannot attend a session).¹

Class participation is based on both attendance and my impression of the quality and quantity of each student's contribution to the class discussion. You may earn a total of 10 points, with the range being between 0-10, where,

- 10 points = Outstanding Contributions and Overall Excellent Performance. This involves making exceptional and insightful comments that reflect mastery of the text and lectures, raising questions that need to be further explored, doing in-class and field assignments sincerely, actively participating in classroom exercises and demonstrating the ability to apply, analyze, evaluate, and synthesize course material.
- 0 points = Minimal Contributions and Overall Poor Performance. This involves being absent for classes, being late on a regular basis, failing to participate even when specifically asked, not doing field assignments, not demonstrating knowledge of readings and behaving toward others in a disruptive manner, such as providing sarcastic, rude, or disrespectful comments.

B. MIDTERMS (50%)

Two midterms will be given to test students' understanding of key concepts discussed in the *book and in the lectures*. The midterms will emphasize only material covered in the lecture and their applications, and students are recommended to use the textbook during preparation. Information from guest speakers and videotapes will not be on the exams, except where indicated. Each midterm will consist of a number of multiple-choice questions worth a variety of points (depending on level of difficulty) and/or short answers based on the material covered in class or in the cases. However, the formats of the exams are subject to change. I will inform you of the format of the midterm during or before the review sessions.

Please note the following: If you miss class, you are still responsible for the material assigned and discussed during that class period(s).

Make-up tests must be scheduled and approved in advance. If you miss a test, documented proof of an extraordinary circumstance(s) will be required in order to receive consideration for a make-up test. If a last minute emergency precludes you from taking the test, proper documents must be provided. Make-up tests that are not pre-arranged will be penalized 10 points. No documentation will result in an F grade for that test.

C. TAKEHOME ASSIGNMENTS (10%)

To provide exposure to marketing issues in the business world you will have to write four article summaries due on specific dates as indicated in the class schedule. Each student individually will be asked to write-up a short summary of **four (4)** current articles relating to marketing strategy. You may choose your own article from a prestigious business publication like the The Wall Street Journal, Business Week, Brandweek,

¹ Missing more than 10% of the classes may seriously affect your participation grade.

Fortune magazine, Business 2.0, Fast Company, etc. Alternatively, you may choose an article from the set of articles available online that I have compiled. This list of articles will be available on Blackboard. Please follow the recommended format on Page 10 of this syllabus. Be sure to attach a copy of the article to your summary. I will ask you to briefly summarize your article in class the day that you hand it in.

D. GROUP MARKETING PLAN PROJECT (30%)

To further apply marketing concepts and enhance problem-solving and team-building skills you are to select a team of 4-5 class members. The objectives of the group project are:

- To develop a marketing plan for a new or existing product, service or a line of products with an emphasis on the development of a new marketing mix.
- To develop an understanding of the synergistic effects of the marketing mix.
- To resolve issues and develop a plan within a team.

Assignment

The class will be divided in groups of 3-4 students each and the groups will undertake to prepare and present a marketing plan. The first phase of the project will consist of identifying a category and conducting an industry analysis. The second phase will involve picking a firm within that industry and creating a marketing plan for a specific product, which could be a new product. As far as possible, I would expect to see the strategic marketing plan include the elements of the marketing plan outlined on Page 7. More details about the project will be discussed later in the class.

This final presentation will involve presenting the entire marketing plan for the product (industry analysis + marketing mix). Before the final presentation each group will be required to submit a printed version of their PowerPoint slides along with relevant notes / points. On the last day of class, all groups are required to submit a short (5-10 pages) write-up of their project. More details will be provided as the semester progresses.

Peer Evaluation

Following the completion of your presentation, group members will be asked to assess the contributions made by each member. This assessment will be used to determine what percentage of the group score each person will receive. See Peer Evaluation form on Page 9.

Grading Criteria for Team Presentations

You will be graded on the following criteria for the in-class presentations:

- Communication Skills: Voice, Eye contact, Clarity, Posture, Professionalism
- Issue Analysis: A reflection of the strategic issues and challenges faced by the corporation as well as the creative resolution of these issues.
- Organization and Team Participation: Slides, Sequence, Time management, Transitions, Preparation
- Visual Appeal: Layout of Slides, Uniformity and Clarity
- Creativity and Innovation: In every aspect of the presentation.

GENERAL POLICIES AND PROCEDURES

1. Class will begin on time and conclude on time. Please do not be late. Consistent lateness will result in a drop in participation grades.
2. Class attendance and participation are indicative of your commitment and desire to succeed.
3. Working on crossword puzzles, conducting sidebar conversations, working on other course assignments, etc. during this class will not be tolerated - these types of pre-professional behaviors are a sign of disrespect and are not consistent with the Terry College of Business Academic Standards.
4. If you have or are experiencing any difficulties, which will inhibit your performance in this class, please see me early in the semester.
5. Please turn off your cell phones prior to entering class.
6. Please review the schedule in this syllabus; you are responsible for keeping in mind when assignments, submissions, and examinations are due.

ACADEMIC INTEGRITY

Ethics and values are important in education. I will assume, unless there is evidence to the contrary, that you are an ethical student. To help fulfill your ethical responsibilities, the ethical standards for MARK 3000H are listed below.

The UGA honor code states "*I will be academically honest in all of my academic work and will not tolerate academic dishonesty of others.*"

All students are responsible for abiding by the honor code and maintaining the highest standards of honesty and integrity in every phase of their academic careers. The penalties for academic dishonesty are severe and ignorance is not an acceptable defense.

In class examinations and take home assignments: All exams and take home assignments (article summaries) must be the exclusive work of the individual student. No student may share exam content with another student before or after the exam until the grading has been completed.

CLASS CALENDAR

The tentative class calendar, including project deadlines, exam dates and dates for other exercises is being separately distributed. Due to uncertainties on both teaching and learning sides, it is impossible to predict the exact pace of coverage of all the course material. Some minor changes may be made. It is your responsibility to keep abreast of announcements made in class or posted electronically on Blackboard in this regard.

Strategic Marketing Plan Outline

- 1) **Executive Summary** - A brief synopsis (one page) of the Strategic Marketing Plan providing highlights of the situation analysis, objectives, strategies, and financial expectations.
- 2) **Situation Analysis** - Relevant background data on the industry, competition, customer, marketing mix and the company's strengths, weaknesses, opportunities and threats by analyzing all facts and marketing research results.
 - i) **Industry/Market Analysis**
 - (1) Industry/Market size
 - (2) Trends
 - (3) Technological changes
 - (4) Legal/Regulatory issues
 - ii) **Competitive Analysis**
 - (1) Major players in the marketplace
 - (2) Market shares
 - iii) **Customer Analysis**
 - (1) Customer needs/perceptions
 - (2) Segments
 - (3) Trends
 - iv) **Marketing Mix Situation**
 - (1) Customer satisfaction
 - (2) Product line
 - (3) Pricing
 - (4) Distribution
 - (5) Promotion and positioning
 - v) **SWOT Analysis**
 - (1) Strengths
 - (2) Weaknesses
 - (3) Opportunities
 - (4) Threats
- 3) **Objectives** - Desired accomplishments for a one-year period in quantitative, realistic terms.
 - a) **Financial Objectives**
 - i) Profitability, including comparison to a year ago and profit margin as a percentage of sales.
 - b) **Marketing Objectives**
 - i) Dollar and unit sales volume, including growth from the previous year.
 - ii) Market share
 - iii) Customer satisfaction
 - iv) Product line
 - v) Pricing
 - vi) Distribution
 - vii) Promotion

- 4) **Marketing Strategy** - Outline or “game plan” of how the objectives will be achieved, which includes target markets, desired position in each market, positioning statement, and the marketing program.
- a) Segmentation
 - b) Target Market(s)
 - c) Positioning
 - d) Positioning Statement
 - i) For given target market, the product or service provides the most important benefit because of the most important supporting benefit(s).
 - e) Marketing Program (in detail)
 - i) Product Line
 - ii) Pricing
 - iii) Distribution
 - iv) Promotion (include integrated marketing communication strategy)

**Team Strategic Marketing Plan Peer Evaluation
(Confidential)**

Please complete the following Team Strategic Marketing Plan Peer Evaluation for the group project. Divide 100 points among your team members in accordance with their contribution to your team assignment. Include yourself in the distribution of points. For example, if your team had four team members and each member contributed equally to the project, the team members would each earn 25 points (25 x 4 =100). If your team members did not contribute equally, then gives each person the number of points that you feel fairly represent each member's contribution.

Team Name:

Project Name:

Your Name:

Names of Team Members	Points
	Total 100

Comments: Please feel free to comment on the contributions of individual team members to the Strategic Marketing Plan project.

Take Home Assignments

Article Summary Format

(Typed - double spaced - 2 pages - #10 size font)

Section 1

Synopsis. Briefly describe the article.

Section 2

Identify and describe the three key points from the article

Section 3

Identify two critical thinking questions that you identified during your review of the article and can be used as discussion points during class. How is this article relevant to what we have been talking about in class?

Section 4

Your opinion/critique of the article. Does this article make you think of any interesting marketing relevant ideas or solutions to marketing problems?

Section 5

Indicate the source of the article. Please sign at the bottom of the page. No signature – no grade for the assignment.

Points to remember:

- Please write your name and your class section
- Please devote enough time so as to write a thoughtful and insightful analysis based on the material discussed in class
- Be sure to attach a copy of the article to your summary
- Please submit articles on the day indicated on the syllabus. Late submissions will not be accepted.