

Marketing 3310
MARKETING CONCEPTS
Charles A. Besio, Jr.
Senior Lecturer
January 2013

9:00 am to 12:00 p.m./1:00 pm to 4:00 pm
January 7 through January 16, 2013

Classroom
Bldg 4, Room TBA

Text: Special Casebook, Kerin and Peterson

Course Objectives

To successfully complete this course, each student is expected to:

1. To explore the major concepts, principles and terminology in the field of marketing and to understand their practical application in business situations.
2. To explore the function of the marketing management team and its relationship with other non-marketing areas of an organization.
3. To illustrate and provide an appreciation for the complexities and role of marketing in today's society.
4. To understand the central role of the consumer in the marketing environment.

Note: Extensive studies at Stanford University conclude that Oral Persuasiveness, Social Boldness, Self Confidence, Energy and Sociability are critical characteristics required to achieve success in business. This is especially so in Marketing. Improving these skills is a subordinate objective of this course.

Your ability to achieve these objectives will be determined through:

1. 2 written examinations;
2. 5 case preparations;
3. 2 homework preparations (Appendix A); and
4. class participation.

Course Format

A variety of teaching methodologies are used in this course. Class periods include lecture (to describe basic concepts and their applications), and discussions (to get your perspective on marketing topics). Students are expected to read the assigned chapter(s) and/or cases prior to class. All students are encouraged to participate in class and to demonstrate their preparation and level of understanding of the material being discussed.

In summary, the attempt in this course is to blend theory with practice by discussing the components of marketing and marketing management and seeing their implementation in the field. At the end of this semester, I hope that you will have a thorough understanding of the marketing function in a variety of settings. Most importantly, I hope that you have a better understanding of the opportunities that exist for you in marketing.

Assignments

The attached course schedule shows the topics to be discussed, reading assignments, cases, homework and project assignments to be discussed each session during the term. You are expected to have prepared a thorough analysis of the case and to have read assignments prior to the day they are discussed.

Case Analysis: Five cases are scheduled for discussion throughout the semester. You should understand that cases are of little personal value without significant preparation prior to class. You should come prepared to discuss the issue in each case. At the end of each case you will find several questions. Everyone should be prepared to answer these questions. People will be randomly selected to present their recommendations on those issues.

Exams: There will be two exams spaced throughout the term (**January 10 and January 16**). These exams will test your understanding of the basic terminology and tools in marketing as well as your depth of understanding of important concepts discussed in class. In form the exams will consist of some multiple choice questions, short answers and essays. Exams cover information from the textbook, PowerPoint slides, handouts, videos, plus all topics and cases discussed in class.

Participation

You are expected to come to class prepared. This means reading the assigned chapter and/or cases prior to class and accessing the appropriate chapters' PowerPoint slides on the Web. The PowerPoint slides used in class are available to you by accessing my Web site via <http://faculty.cox.smu.edu>.

Class participation counts 60 points towards your final grade. Your participation grade is impacted more by the **quality** of your participation than the **quantity** of your participation. In other words, the mere quantity of comments counts less than consistently thoughtful and informed comments. Regular attendance also impacts your participation grade; if you are not in class, you lose the opportunity to participate in class discussion that day. A class attendance sign-in sheet is circulated at the beginning of each class period. It is **your** responsibility to make certain you have signed the attendance sheet.

Participation (Cont'd.)

It is important to be in class on time. Late arrivals are disruptive to your fellow students and professor. Additionally, walking in and out of class, once class has begun, is disruptive to everyone's learning environment. These kinds of repeated disruptions will count against your participation grade.

Grading

The purpose of grading is twofold. One is to evaluate your performance for purposes of the academic system. The other (and more important) is to provide you with feedback on your ability to develop, utilize and share your ideas and conclusions concerning the topics and situations covered in this course. Your grade for the course will be based on the following:

Exams	Examination # 1	125 Points
	Examination # 2	125 Points
Group Projects	Case Preparation	100 Points
	Homework	90 Points
Participation	Attendance and class discussion	<u>60 Points</u>
	Total points	500 Points

Final letter grades will be determined by the following table:

A	460-500	D+	340-349
A-	450-459	D	310-339
B+	440-449	D-	300-309
B	410-439	F	Below 300 total points
B-	400-409		
C+	390-399		
C	360-389		
C-	350-359		

Professor Besio understands each student has an grade objective they would like to achieve. He will discuss these objectives and their performance any time during the semester up to and including the last day of class. After the last day of class he will not discuss grades except to inform students of any grades not completed by the last day of class. There will be no exceptions to this policy.

Course Policies

In order to meet the objectives of this course, there will be a series of different activities. These include lectures, small group meetings with student groups, guest speakers, much peer interaction, and interaction with business people.

1. Attendance to all lectures and participation in discussions is highly encouraged.
2. Attendance at the scheduled examination dates is required. Those who miss one exam, with prior permission, will be given a comprehensive examination on the last week of class. A makeup exam will not be given if more than one exam is missed and this will seriously jeopardize your grade in this course.
3. Written homework and case assignments must be submitted the day they are due and will not be accepted late.
4. Regarding academic dishonesty, Professor Besio uses the SMU Honor Code Policy. Please note that the code requires all students to write and sign the following statement on each piece of work submitted for credit: "On my honor, I have neither given nor received unauthorized aid on this work."

Office Information

Office: 316 Fincher

Phone: (214) 717-1864 (Emergencies Only)

E-Mail: cbesio@smu.edu

Hours: By Appointment

Disability Accommodations

Students who need academic accommodations for a disability must first contact Ms. Rebecca Marin, Coordinator, Services for Students with Disabilities (214-768-4557) to verify the disability and establish accommodations. These students should then schedule and appointment with the professor to make appropriate arrangements. (See University Policy No. 2.4)

Excused Absences for University Extracurricular Activities

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

Religious Observance

Religiously observant students who wish to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9)

SCHEDULE OF ASSIGNMENTS

<u>Day/Date</u>	<u>Topics</u>	<u>Assigned Chapters</u>
<u>JANUARY</u>		
M 07	Course Orientation and Handouts What Is Marketing? The Marketing Concept and Marketing Environment and Ethics	Chapter 1
T 08	Competitor Analysis Consumer Behavior Marketing Research Case Analysis Marketing Arithmetic	Chapter 2 Chapter 3 Arithmetic Note
W 09	Business Markets and Buyer Behavior Case 1: Proctor & Gamble, Scope Smile Brite Assignment Due Exam Review Homework#1 Field Trip	
TH 10	Segmentation, Targeting and Positioning Competitive Positioning and Competitive Advantage Homework #1 Exam #1	Chapter 4
F 11	Product Strategy New Product Development and Product Life Cycle Managing Services	Chapter 5
M 14	Integrated Marketing Communications Advertising Strategy, Sales Promotion Personal Selling and Sales Management Direct and Online: The New Marketing Model Homework #2	Chapter 6
T 15	Distribution Channels Wholesaling Retailing Case 3: Cutco Corporation Case 2: Bates Manor Part A Review for Exam	Chapter 7

SCHEDULE OF ASSIGNMENTS

<u>Day/Date</u>	<u>Topics</u>	<u>Assigned Chapters</u>
JANUARY		
W 16	Pricing Strategy Global Marketing and World Trade Case 4: Augustine Medical	Chapter 8
	Exam #2	

APPENDIX A
MARKETING 3310
JANUARY 2013

Professor Besio

Homework 1

Due: Thursday, January 10

Assignment

Go to a supermarket, preferably a larger sized supermarket. Walk through the store and think about what you observe from the point of view of the retailer. Specifically, consider what marketing mix tools the retailer is using and how they are being used. In two double-spaced pages or less, answer the following questions:

1. What are the first things that the consumer observes when s/he enters the shopping floor? Based on what you have learned about marketing, why do you think the retailer has put these categories or individual items close to the entrance?
2. Go to the analgesics (pain medication) or cough and cold medicine shelf-set in the store. Does the retailer offer private label (the retailer's own brand -- not a nationally advertised brand) or generic products in the category? If so, where are they positioned on the shelf relative to national brand products? Why do you think they are positioned in this way?
3. Look at the end-of-aisle, or "end-cap" displays throughout the store. In general, what types of items are being displayed there? What do these items have in common? Explain briefly why you think the retailer displays these types of items.
4. Find an item or category of goods that is stocked in two or more different places in the store. Avoid items for which one of the locations is an end-of aisle, or "end-cap," display or the checkout counter. Explain why this particular item or category is stocked outside of its normal location in the aisle or on the shelf.
5. Find the mustard category. Examine the prices of the various different types of mustard and brands. Which brands are priced highest? Why? Which brands are priced lowest? Why?

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Homework 2

Due: Monday, January 14

Assignment

Select a company that sells products or services that a college student would buy. Go to the library and/or search on-line databases to gather some background information on that company. In particular, (1) identify the market in which the company competes (it may have many lines of business, but focus on a particular product or service market), (2) who its competitors are in that market, and (3) how it goes to market. By “how it goes to market,” I mean for you to describe the company’s target customers, positioning among targeted customers, and its marketing mix. What do you think is the company’s competitive advantage? Explain. (Note that its competitive advantage may be shared with other lines of business in the company, so consider the whole company) Do you think it is a sustainable competitive advantage? Why? Is the business profitable? Give some specific, quantitative evidence about the performance of the business from your information search.

Your write-up should be concise and to the point on two typewritten pages (double-spaced, 12-pt font). You may add a one-page tabular or graphical appendix to support your write-up.