MKTG 305: Principles of Marketing

School of Business

**University of Bridgeport**

**Fall, 2015**

**Course Dates:**

Class begins Tuesday, August 25, 2015 /Final, Thursday, December 10, 2015

**Name of Professor:**

Samuel Lota Jr, EMBA

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Bridgeport, CT 06604

**Textbook/Supporting Materials**

* Hunt, Mello, Marketing, McGraw-Hill, ISBN 978-0-07-786109-4
* Knowledge at Wharton
* Knowledge at Emory
* Harvard Business Review
* Marketing Profs

**Course Description**

The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services, to create exchanges that satisfy individual, organizational, and societal objectives will be explored. The underpinnings of the marketing discipline will be taught through text, articles and class discussion. Mastery of these principles will come through a variety of individual and group assignments to create marketing solutions for real-world products.

**Intended Audience**

Undergraduate students at the University of Bridgeport

**Course Objectives**

Upon completion of this course each student will be able to:

* Identify the four P’s of marketing and describe how each might contribute to a satisfying exchange process.
* Describe the uncontrollable environmental forces and the opportunity or threat that each may present.
* Explain the various factors that influence consumer-purchasing behavior.
* Access foreign markets to determine an appropriate marketing mix.
* Select suitable variables to segment a consumer market and develop a targeting strategy for a particular firm.
* Create and defend a marketing plan for a consumer product.
* Recognize and identify the effects the internet and mobile devices have on modern marketing objectives and techniques.

**Mode of Instruction**

A combination of lecture, assignments, textbook reading, power point presentation and case analysis will be used to achieve the course objectives. Students will be expected to carefully read the text material and handouts. In class time will be spent discussing the class cases from a power point presentation.

**Student Responsibilities**

* **Class Participation**

In addition to written communication, verbal expression of thought is a key component in organizational and marketing effectiveness. A major portion of this course will be devoted to in class exercises, namely power point presentations that are intended to bring the principles of organizational behavior and marketing to life. Expectation in these exercises as well as in general class discussion and presentations include;

* Open and generous participation
* Knowledgeable contributions reflecting course content
* Application of principles and concepts
* Power Point analyses of selected HBR, Wharton School of Business, and Emory School of Business case studies and articles.
* **Academic Honesty Standards**

It is the student’s responsibility to familiarize himself or herself with and adhere to the standards set forth in the policies on cheating and plagiarism as defined in Chapters 2 and 5 of the *Key to UB* http://www.bridgeport.edu/pages/2623.asp or the appropriate graduate program handbook.

**Assignments**.

* Students will be required to analyze and present a power point presentation every week on a selected case study, or article from Wharton, Emory, the Harvard Business Review or cases from the text book. Students will be broken up into groups and report out on key findings related to that particular case study through a power point presentation. A copy of that presentation will be presented to the instructor, which will be graded and returned to the group the following week. The group presentations will typically be about 10 to 15 minutes and each member of the group must present an equal amount of time in each presentation. Key findings of each case study will be discussed and analyzed.
* There will be one written examination covering specific topics from the text book. The exam will be take home with the student answering specific questions and giving their opinion on how it effects marketing decisions and outcomes. Specific examples will be required as well as the students own interpretation of why and how they arrived at their answer. The paper will be turned into the instructor and also be submitted to tunitin.com.
* The final will consist of an individual research paper (API format) on any particular marketing function or on a specific company that the student feels is doing an exceptional job in marketing their products or services. The paper must be 8 to 10 pages in length and have at least four references. (The text book is not a reference). The research paper will be submitted to the instructor in a hard copy and MUST also be submitted to turnitin.com. In addition each group will present a power point marketing plan for a company they would like to establish .The presentation should be at least 30 minutes in length with each member of the group equally presenting. The marketing plan will include:

1. An executive summary
2. Environmental analysis
3. The current marketing environment
4. Target market
5. SWOT Analysis
6. Marketing Objectives

**Instructions for Assignments and Papers**

**Typing**

All assignments and case assignments must be typed, double spaced, with a one-inch margin on all sides.

**Late Work**

No late work will be accepted except in cases of documented serious illness

(e.g., written note and contact information from your doctor) or catastrophe (e.g., police report).

**Study Hours**

As a UB policy, it is expected that each student that attends one hour of classroom instruction will require a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semester.

Please record the number of hours/minutes that you spend working outside of the classroom completing each assignment and case activity, and preparing for each exam. Please keep an accurate record. Appendix E is provided for class exams and assignments and Appendix F is provided to keep records for work on the case across the semester.

**Electronic Devices**

**Cell-Telephone, Pagers, Blackberries, etc, are not allowed in class.**  Please turn off all such devices or leave at home. You may take notes with a laptop as long as your typing doesn’t interfere with other students around you, however, notes only on your laptop, surfing the internet is NOT allowed. You may record the lecture as long as you agree to turn off the recorder when requested. (This policy will be strictly adhered to).

**Integrity**

All work except for assigned group work must be done solely by the individual student. There is to be no collaboration with others except as instructed by the professor. Plagiarism or cheating of any kind will result in course failure and/or referral for appropriate discipline. All material obtained from the work of others must be properly cited both in the text of your paper and in the reference section. “It is the student’s responsibility to familiarize himself or herself with and adhere to the standards set forth in the policies on cheating and plagiarism as defined in Chapters 2 and 5 of the Key to UB <http://www.bridgeport.edu/pages/2623.asp> or the appropriate graduate program handbook.”

**Grading**

Grades for the course will be letter grades established by the University of Bridgeport and will be compiled as outlined:

* Written research paper and oral summary 20%
* Presentation of Group Case Studies 25%
* Presentation of Group Marketing Plan 15%
* Class Participation and Attendance 15%
* Examination 15%
* Quiz 10%

**Grading Scale: (As outlined by the University of Bridgeport)**

94+ A 77-79 C+

90-93 A- 74-76 C

87-89 B+ 70-73 C-

84-86 B 67-69 D+

80-83 B- 60-66 D

<60 F

|  |  |  |  |
| --- | --- | --- | --- |
| Numeric Grade Scale | Letter Grade Value | Evaluation | Quality Points |
| 94 | A | Excellent. Work of exceptional quality | 4.00 |
| 90-93 | A- |  | 3.67 |
| 87-89 | B+ |  | 3.33 |
| 83-86 | B | Above-average achievement. Quality expected of a graduate student. | 3.00 |
| 80-82 | B- |  | 2.67 |
| 77-79 | C+ |  | 2.33 |
| 73-76 | C | Average, minimal achievement. Not up to standards of a graduate student. | 2.00 |
| 70-72 | C- |  | 1.67 |
| 67-69 | D+ |  | 1.33 |
| 63-66 | D | Minimal. Below average achievement. No graduate credit. | 1.00 |
| 60-62 | D- |  | .67 |
| Less than 60 | F | Failure |  |

**Course Schedule**

Date Material Subject Covered

August 25 Chapters 1 Marketing in the Twenty First Century

August 27 Chapter 3 Analyzing Your Environment

September 1 Chapter 4 Understanding Your Customer

September 3 Group Case Study Presentation

September 8 Chapter 5 Knowing Your Customer

September 10 Group Case Study Presentation

September 15 Chapter 6 Developing your product

September 17 Group Case Study Presentation

September 22 Chapter 7 Segmentation/Target Markets

September 24 Quiz

September 29 Chapter 8 Promotional Strategies

October 1 Chapter 9 Supply Chain Management

Date Material Subject Covered

October 6 Chapter 10 Pricing

Examination

October 8 Chapter 11 Building Successful Brands

October 13 Group Case Study Presentation

October 15 Chapter 12 Managing Customer Relationships

October 20 Group Case Study Presentation

October 22 Chapter 13 Social Responsibility

October 27 Group Case Study Presentation

October 29 Chapter 14 Measuring Marketing Performance

November 3 Group Case Study Presentation

November 5 Chapter 2 Strategic Planning

November 10 Group Case Study Presentation

November 12 Review Strategic Planning

November 17 Group Case Study Presentations

November 24 Harvard Review Case Study

December 1 Group Case Study Presentations

December 3 Review

December 8 Final Presentations

December 10 Final Presentations and Research Papers Due

**Appendix A: Exam Format, Procedures and Material Covered**

There will be one written examinations covering specific topics from the text book. The exam will be take home with the student answering the questions and giving their opinion on how it effects marketing decisions and outcomes. Specific examples will be required as well as the students own interpretation of why and how they arrived at their answer. The paper will be turned into the instructor and also be submitted to tunitin.com.

Case studies and articles of current market conditions and situations will be presented every week from Marketing Profs, Emory, and the Wharton School of Business. The case studies will be presented by each group (groups to be assigned during the first class) giving a power point presentation. Each member of the group will present every week.

Students will be expected and encouraged to look for certain marketing conditions in the market place and apply the situation as it pertains to the subject being covered that day.

I encourage (and expect) open debate in class about topics that will be covered on that particular day. Your contribution might help others understand concepts that they are having difficulty with, or you may have a perspective others have not considered.

**The instructor reserves the right to modify any aspect of this course as the course progresses should he feel necessary to do so. Every effort will be made to adhere to this syllabus so students can effectively and efficiently budget their preparation time. Every effort will be made to communicate and advise and consult with students in the event a change is anticipated.**

# Appendix B: Assignments

Students will be required to analyze and present a power point presentation every week on a selected case study, or article from Wharton, Emory, or from the Harvard Business Review or n some cases from the text book. Students will be broken up into groups and report out on key findings related to that particular case study through a power point presentation. A copy of that presentation will be presented to the instructor, which will be graded and returned to the group the following week. The group presentations will typically be about 10 to 15 minutes and each member of the group must present an equal amount of time in each presentation. Key findings of each case study will be discussed and analyzed.

The final will consist of an individual research paper (API format) on any particular marketing function or on a specific company that the student feels is doing an exceptional job in marketing their products or services. The paper must be 8 to 10 pages in length and have at least four references. (The text book is not a reference). The research paper will be submitted to the instructor in a hard copy and MUST also be submitted to turnitin.com. In addition each group will present a power point marketing plan for a company they would like to start. The presentation should be at least 30 minutes in length with each member of the group equally presenting. The marketing plan will include:

* + - * An executive summary
      * Environmental analysis
      * The current marketing environment
      * Target market
      * SWOT Analysis
      * Marketing Objectives

**Appendix C: Case Analysis**

###### Instructions and Suggestions

There are many styles of business reports and equally many styles of writing cases, although all are more similar than dissimilar. This course requires you to follow the instruction presented in class. However, the following suggestions may help you in your work on the class case.

Thoroughly analyze the marketing situation using any marketing concepts and tools that are relevant. As cases vary in the type of issues they confront and the type of information available for analysis, no "specific" recommendation of content can be made. However, all case analyses should address the following points. These are not necessarily topic headings for your paper as each section of your paper will be developed during the semester.

1. Issues: What is the main issue or issues that confront(s) the firm/organization?
2. Analyses: What analyses should be done to provide information for evaluation?
3. Recommendation: What action should be taken?
4. Rationale: Why should your recommendation be accepted?
5. Implications: What will happen if the firm/organization adopts your recommendation?

### Guidelines and Suggestions

1. Read through the case quickly to determine its general nature. Then reread carefully and begin to identify the major issues and understand the facts. During subsequent readings it will probably be desirable to outline and re‑arrange the material in the case or to prepare flow‑charts that permit an easier comparison of available information and data.

2. Identify the major issues or single issue. Be careful not to take on too many issues. You can't discuss everything so you must choose the most important issues to address.

3. Based on the total analysis, arrive at one or more possible decisions as to the best course of action which solves the problem(s) you have identified. If, as is customary, more than one solution appears reasonable, choose the one which has the greatest strengths and fewest weaknesses. Be sure that your arguments are based upon the facts of the case, upon sound marketing principles, and upon logical and clear‑cut reasoning.

4. Avoid using hindsight with a real company (e.g., that W.T. Grant subsequently went bankrupt, or since the year in which the decision is being made preceded the first energy crisis of 1973 --- you wouldn't have known about the energy crisis). Base your discussion only upon the material presented in the case

Please Print Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Appendix D**

**Team Evaluation Form**

Please divide 100 points among the members of your group according to their contribution to your group activities. Please Print!

Name Points

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ (Your name)

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_

4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_

5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_

7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_

8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_

Total 100 points

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Student Signature) \

***Student Conduct and General***

***Standards***

Students at the University of Bridgeport are

expected to respect the rights of others,

exercise responsible judgment and follow

high standards of personal conduct. Students

are expected to involve themselves

in activities that promote the welfare of the

University and to behave with courtesy and

restraint toward fellow students and University

staff. The University fosters a multicultural,

international environment and does

not condone or tolerate discrimination on

the basis of gender, sexual orientation, race,

color, religion, age, national or ethnic origin,

creed, political affiliation, or handicap.

The University strives to create an atmosphere

of mutual trust between individuals,

promoting self-discipline, and community

standards.

At the same time, the University maintains

concern about the behavior of its students

both on and off campus. In the maintenance

of its academic, social and health standards,

the University reserves the right to be the

sole determiner as to whether a student

should be removed from residence life, receive

fines or sanctions, be suspended or

expelled, granted a leave of absence or

dismissed. A student suspended, expelled

from the University is responsible for the

full payment of his/her financial charges for

the semester.

Students are expected to conform to all governing

regulations of the University as outlined

in the *Key to UB* (Student Handbook),

the *Catalog* and all official notifications of

policy. A student will be subject to University

disciplinary procedures if his/her on or

off-campus behavior results in violations of

these regulations, civil and/or criminal law.

Disciplinary action, notification of charges,

disciplinary procedures, appeals and a review

of actions that may lead to disciplinary

procedures are identified and described in

the *Key to UB* (Student Handbook). It is the

responsibility of the student to familiarize

him/herself with all University and Residence

Hall codes, regulations and policies,

all available on-line.

***Grades and Quality Points***

A semester hour is the unit by which credits

are measured. A quality point is the numerical

value assigned to letter grades A-F. Each

grade is assigned quality points as shown

below. The faculty uses the following criteria

as bases for determining letter grades:

“A” excellent; “B” above average; “C” average;

“D” minimal pass; “F” failure; “I” or

“R” incomplete; and “W” withdrawal. Letter

grades may be assigned with “+” and “-”

signs.

Other grades include pass-fail (earned under

the University Pass/Fail Program): “S”

- satisfactory completion of course requirements;

and “U” - has not completed course

requirements.

QUALITY POINTS QUALITY POINTS

GRADE PER SEMESTER HOUR GRADE PER SEMESTER HOUR

A 4.00 C 2.00

A– 3.67 C– 1.67

B+ 3.33 D+ 1.33

B 3.00 D 1.00

B– 2.67 D– 0.67

C+ 2.33

The cumulative quality point ratio

***Evaluation and Grading of***

***Course Work***

“A” indicates distinction; for work of exceptional

quality.

“B” indicates above-average achievement;

quality expected of a graduate student.

“C” indicates minimal achievement; not up to

standards of graduate work.

“D” indicates below average achievement; no

graduate credit possible.

“I” and “R” indicate incomplete graduate

course work.

(a) An “I” (incomplete) grade designates

incomplete work in a course at the time

of grading for reasons beyond the control

of the student and determined to be

legitimate by the instructor. These would

include absence from a final examination

or inability to complete terminal

assignments due to illness, employment

conflicts, etc. In such cases where the “I”

grade is awarded the incomplete will revert

to a failing grade if the unfinished

work is not satisfactorily completed by

the end of the semester immediately following

the one in which the incomplete

was granted, exclusive of the summer

sessions. This time can be extended by

the instructor for legitimate reasons.

(b) A grade of “R” indicates incomplete

work in thesis, research, or undergraduate

or graduate student project courses.

The “R” grade must be removed within a

period of time specified by the instructor/

mentor/project advisor or director. It must

be within the maximum time allowable for

degree completion in the academic program

where the degree is being sought.

“W” indicates approved student withdrawal.

In addition to the above, the grades of “A-”,

“B+’, “B-’, “C+’, “C-” and “D+” may be assigned

for graduate courses.

**DISABILITY SERVICES**

The University of Bridgeport is committed

to providing services to qualified students

with disabilities so that they receive an

equal educational opportunity. In compliance

with Section 504 of the Rehabilitation

Act, the American with Disabilities Act and

the Connecticut State Laws, we provide reasonable

accommodations to reduce the impact

of disabilities on academic functioning

or upon other life activities in a University

setting.

All accommodations are determined on

an individual basis. If a student with a disability

would like to be considered for accommodations,

**he/she must initiate the**

**request, prior to or at the beginning of** the

academic semester and provide supporting

documentation.

For further information call 203 576-4454 or

email counselingservices@bridgeport.edu.