

**Weekend College (WEC) - Augsburg College
Minneapolis, MN
Winter 2008**

COURSE NUMBER: MKT 252

COURSE TITLE: Principles of Marketing

CLASS MEETS: Friday, January 11, 2008-March 28, 2008
6-10pm

CLASSROOM: Lindell 16

INSTRUCTORS: Gary Jader, BS, BSN, MBA

TELEPHONE: Gary: 651-702-6476 (Office), 651-307-0480 (Cell)

E-MAIL: g.jader@comcast.net

OFFICE HOURS: By appointment

Required Text

- Principles of Marketing, 12th edition, Philip Kotler & Gary Armstrong

Course Description

The course will familiarize students with the role of marketing and its connections to other functions within the organization. Contemporary marketing systems and practices in a variety of settings, industries, countries, and competitive situations will be explored in order to develop a “management point of view” which is consistent with current thinking and practices in the global market. Course work is intended to develop an understanding of marketing in the 21st century and to foster an appreciation for the challenges and opportunities the trends pose for managers.

Course Goals & Objectives

Overall, this course is designed to help students understand the role of marketing in the organization and acquire knowledge of marketing principles and practices. After completing this course, students will be able to:

- Assess marketing’s role in the functional strategic planning process
- Compare common marketing management philosophies
- Analyze the impact of different marketing organization designs

- Demonstrate knowledge of marketing fundamentals, specifically:
 - Market Research
 - Buying Decision Dynamics
 - Target Market and Market Segmentation Strategies
 - Brand and Product Positioning
 - Product, pricing, promotional and distribution strategies
- Develop a marketing plan
- Analyze the forces which impact an entity's ability to meet customer needs
- Analyze emerging technologies which could impact the future of marketing
- Analyze the competitive environment and develop competitive strategies
- Describe emerging social and ethical issues in marketing

Teaching Methodology

A combination of lectures, readings, class discussion, case studies, and a term project will be used to illustrate the concepts and develop the skills above. Case studies will give you the opportunity to apply the concepts covered in class lecture and discussion.

Teaching Philosophy

This class is a "learning community." To that end, I encourage you to fully participate in each class session by coming to class prepared and ready to share your ideas. You will learn as much from one another as you will learn from me.

Don't be afraid to share your thoughts, even though you may be voicing the minority opinion. I have no monopoly on knowledge and do not enforce "the party line." While I may have particular views on a subject, what I care more about is that you reach your own conclusions and find ways to support your positions.

My expectations of you will be high. Be prepared to work hard. Challenge yourself, challenge your classmates, challenge me. Open debate and discussion are invited. However, it is important that you provide a reasoned argument for your conclusions and disagreements.

If you are having trouble with the course material, let me know as soon as possible. Students occasionally get into trouble, panic, and then fail to turn in a paper or just disappear for several weeks. Avoid this. Hiding and ignoring the problem will not make it go away, and I will not come looking for you. But I will help if you ask.

Some tips for success in this class:

- **Plan Ahead.** My assignments take time and thought. They cannot be completed if you begin the night before.

- **Show respect.** For other people, for other cultures, and for other points of view.
- **Follow the rules.** Comply with all ethics and attendance policies.

Use of Technology in the Classroom

Feel free to bring your laptop or an audiotape recorder to class if you'd like. Use of any and all technology for presentations and assignments is encouraged.

Ethics

On a personal level, students will be expected to uphold the highest ethical standards in their conduct in the classroom and on assignments. Academic dishonesty and plagiarism will not be tolerated. All materials prepared by a student for this class must be original and prepared solely by that individual for this class. Students must give proper citations and attribution to the source for any part of the materials taken from another source.

Major Assignments and Grading

All assignments will be discussed in greater detail during class sessions. Here are some overall guidelines for assignments:

1. Assignments are due at the **beginning** (6:00 pm) of the class period on the indicated due date. Late papers will be docked one full letter grade.
2. All written assignments must be typewritten or in the appropriate electronic format (MS Word, MS Power Point, MS Excel), and printed out BEFORE you come to class.
3. Oral presentations should be supported by a visual presentation that could serve as a "stand alone" document. In other words, I should be able to follow your thought process and conclusions by just reading the Power Point slide presentation.

Course Changes

I reserve the right to modify the course requirements, assignments, grading procedure as circumstances dictate.

Assignments

Case Studies

Cases and individual assignments will be an important component of your learning experience in this class. We will study 4-6 cases (2-4 in video form). You will be responsible for a written analysis for 2 of the cases, to be handed in.

When preparing your written case analysis, please assume I am familiar with the case. I am most interested in how you approach and analyze the case to reach your conclusions and recommendations. I'll be looking at your critical thinking, problem solving and decision making skills as much as whether you get "the right answer" (sometimes there is no "right answer" and sometimes there's more than one). I will discuss additional details of case assignments in the first and second class periods.

Please use the format below for your case studies:

Guidelines for Written Case Studies – Executive Summary Format

An Executive Summary (2-3 pages) should include:

Background: A brief statement of the context for the case, 2 to 3 sentences describing the events leading up to the decision or current situation.

Problem Definition: Clarifies the decision to be made by the company or the question to be answered, including any constraints faced by the decision makers.

Objectives: Describes the desired results or goals sought by the company.

Analysis: Provide a description of your assessment of the key factors involved in the decision, which may include market dynamics, competitive environment, cross functional considerations (i.e., technical, operational, financial, etc.), and strategic impact. An analysis of the company and/or competitors' strengths and weaknesses might also be included. Describe the alternatives considered and how you chose among them.

Recommendation: State the action you recommend the firm should take and describe any contingency plans in the event of unpredictable market conditions.

Marketing Plan Paper

A big part of what marketers do is planning and analysis. You will be part of a team that will be expected to write a marketing plan for your term project. You will work with a company to understand their products and services and their marketing challenges. You will work with them to develop a marketing plan. Your plan will include all of the elements of a typical marketing plan as laid out in appendix 1 in your textbook and you should include all of the major concepts we discuss in class:

1. Executive Summary

2. **Current Marketing Situation**
 - a. **Market Description**
 - b. **Product Review – features, benefits, #1 benefit, dramatic differentiation**
 - c. **Competitive Review**
 - d. **Distribution Review**
 - e. **Market Research**
 - f. **Marketing Organization**
 - g. **Brand**
 - h. **Value Proposition**
 - i. **Maslow/Needs Satisfied**
3. **SWOT Analysis**
4. **Objectives, Issues & Keys to Success**
5. **Marketing Strategy**
 - a. **Positioning**
 - b. **Product**
 - c. **Pricing**
 - d. **Distribution**
 - e. **Communications**
6. **Action Programs**
7. **Forecasts, Budgets & Controls**

The Marketing Plan should be 20-25 pages long, excluding exhibits. You should cite at least five references, which could include articles from trade journals, newspapers, Web site information, company or competitive catalogues, etc. Be sure to follow appropriate guidelines for citing quotations and references.

The teammates you will work with will provide input that will be used to determine your grade.

Marketing Plan Presentation

Your team will present its marketing plan on the final night of class. The outline of the presentation will be provided later in the trimester. Your company contact should come to the presentation.

Your marketing plan and presentation will be graded based on how well you work together, how clear and well organized you are, and your insight, creativity and logic.

Mid-Term and Final Exams

There will be a mid-term exam on February 2 and a final exam on March 23. These exams will include 7-8 essay questions from which you will choose 5 to answer. Other types of questions may also be included.

Your overall course grade will be based on the following:

2 Case Studies	10%	(5% each)
Mid -term Exam	15%	
Final Exam	15%	
Marketing Plan-Written	30%	
Marketing Plan-Presentation	10%	
Class Participation	20%	

All assignments are due at the beginning of class on the due date. Late papers will be docked one full letter grade. Missing assignments will be counted as a “0” for final grade calculations.

Grading Policy

A	94 – 100%
A-	90 – 93%
B+	86 – 89%
B	83 – 85%
B-	80 – 82%
C+	76 – 79%
C	70 – 75%
F	Below 70%

Attendance Policy

Class attendance is expected and is important for this learning experience.

I do recognize that students may have conflicting obligations due to employment or family. It is the student’s responsibility to let me know of such circumstances before the missed class. You will still be expected to submit all assignments on the original due date to receive full credit.

You may miss only one class period during the semester with no impact to your overall grade. If absences are greater than one, please contact me to discuss additional assignments which may be submitted to compensate for the missed class time.

Stylebook for Source Citation

Unless otherwise noted, the rules found in the *Publication Manual of the American Psychological Association*, 5th edition (APA), shall govern source citation in this class.

Instructor's Biography

Gary Jader – MBA, University of St. Thomas; BSN, University of Minnesota; BS, Communication, University of Minnesota, Duluth

Professional Career:

20+ years of experience in sales, marketing and general management with Fortune 100 company and 3 startup technology companies

Product Development & Management Association- Minnesota –

Past President, current Board member. Responsible for providing members with educational content on new product development.

InRoads – Marketing consultancy that helps companies penetrate new markets

Ideas on the Wall – Marketing consulting company that assists companies in new product development from concept identification to scale-up.

WAMINET, Inc. – Vice President/General Manager. Helped grow healthcare business from 50 to 600 employees in less than two years.

NeuroMotion, Inc. – Vice President of marketing & sales. Directed all phases of marketing and new product development. Developed marketing plan including all aspects of pricing, reimbursement, positioning, branding and distribution strategy.

3M-Medical Products – Marketing Manager. Launched 10 new products, creating an entirely new product line.

Curative Technologies – Sales, sales management, sales training
Support Systems International - Sales

**Principles of Marketing
MKT252 - Spring 2007**

Date	In-class Activities	Reading	Assignments Due
January 11	Course Overview Assignments/Teams Marketing Definition/Marketing Process Marketing Plan Overview	None	None
January 25	Customer Relationships Marketing Strategy Buyer Behavior/Segmentation Case Analysis Marketing Plan Discussions Current Events Quiz	Chapters 1, 2, 5, 6, & 7	-Victoria's Secret p. 156 Written Analysis due
February 1	Marketing Environment Market Research Competitive Advantage Case Analysis Marketing Plan Discussions Current Events Mid-term Exam	Chapters 17, 3, & 4	-Sony Case p. 248 Be prepared to discuss
February 15	Branding, Pricing, Positioning Product Development Case Analysis Marketing Plan Discussions Current Events Quiz	Chapters 8 – 11	-Converse Case Written Analysis due -Marketing Plan sections 2 and 3 due
February 29	Distribution, Communications, Advertising, Sales, Marketing Plan Discussions Current Events Quiz	Chapters 12 – 16	-Burger King Case Discussion
March 14	Ethics, Globalization, Digital Issues Marketing Plan Discussions Current Events Quiz	Chapters 18 - 20	-Marketing Plan sections 4 and 5 due
March 28	Class Presentations of Marketing Plan		-Completed Written Marketing Plan Due

	Final Exam		
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