

MKT.252L Principles of Marketing Online

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Textbook: Marketing, The Core. Kerin, Hartley, and Rudelius. McGraw-Hill, 2nd ed.
You can also purchase an electronic copy of this book at a reduced price from the publisher <https://ebooks.primisonline.com>

Course Objectives: The objectives of this course are:

- (1) To learn and understand key concepts in marketing.
- (2) To recognize the centrality of the consumer in marketing decisions.
- (3) To provide a conceptual foundation for those students who plan to do advanced work in marketing.
- (4) To make this course a dynamic and relevant learning experience.

Course Methodology: This online course will utilize Moodle as the platform for delivering course content and for enabling students to engage in discussions and learning. So please make sure you have a user name and password to access the course on Moodle. Please contact Student Computing desk if you need assistance with Moodle. Testing will also be done online. Student participation in the learning process through discussion forums is essential for this success of this course. Posted lecture material/big picture commentaries will amplify the information contained in the text and will deal with recent marketing issues. The instructor will be in frequent contact with students in order to help them achieve their learning objectives.

Expectations and commitments:

How frequently are students expected to read lecture material and respond to discussion questions? Once every two weeks.

How quickly will the instructor respond to questions? Within a week.

How quickly will the instructor return graded work? Within a week

Assessment of Student learning: Three review/practice quizzes, a midterm exam and a final exam will be given during the term (see course syllabus for dates). Practice quizzes will measure your ongoing progress towards your understanding of marketing concepts and will prepare you for the exams. **Practice/review quizzes will not count towards your course grade.** However, a penalty of 10 points will be levied against students who fail to submit their review/practice quizzes on time. Midterm and final exams will consist of conceptual and applications multiple choice questions (100 questions for each exam). All students must answer discussion questions and participate in discussion forums in order to earn a grade on this component.

Please be advised that you will need to set aside two hours for each exam. Once you open/click on a quiz or an exam, you will have to take it immediately. The time

clock starts ticking right away and you cannot come back to it later. So be sure you're ready to take the exam/practice quiz before you start.

There is also an opportunity to receive extra credit (up to 15 points) by submitting a substantive report on a new product introduction. The details of this project will appear on Moodle. All students are encouraged to take advantage of this extra learning opportunity.

Course grades will be determined on the basis of 250 points distributed as follows:

Midterm Exam	100 points
Final Exam	100 points
Contribution to course discussions	50 points

Distribution:

229+	4.0
217-228	3.5
205-216	3.0
190-204	2.5
175-189	2.0
160-174	1.5
145-159	1.0
Less than 145	0.0

Course Schedule and Assignments

- Jan. 11-13 Topics to be covered this week:
Nature and history of the marketing concept.
The dynamic marketing environment.
Reading assignments: Textbook: Chapters 1, 3
Discussion questions (post your discussion before 1/25)
Internet exercise (post your discussion before 1/25)
- Jan. 25-27 Topics to be covered this week:
Consumer and organizational buying behavior.
Market research.
Reading assignments: Textbook: Chapters 5, 6, 8
Discussion questions (post your discussions by Feb. 1)
Internet exercise (post your discussions by Feb. 1)
Review/practice Quiz #1 (Submit by Feb. 1)
- Feb. 1-3 Topics to be covered this week:
Market segmentation.
Strategic and market planning.

Reading assignments: Textbook: Chapters 9, 2
Discussion questions (post your discussions by Feb15)
Internet exercise (post your discussions by Feb15)
Review/practice Quiz #2 (Submit by Feb. 15)

Feb. 15-17 Midterm Exam (submit your exam by Feb.17)
The exam will be visible Feb. 15 and will close Feb.17
Topics to be covered this week:
New Product introduction and the product life cycle concept
Reading assignments: Textbook: Chapters 10 and 11
Discussion questions (post your discussions by Feb. 29)
Internet exercise (post your discussions by Feb. 29)

Feb. 29-M. 2 Topics to be covered this week:
Pricing theory and methods.
Distribution and logistics decisions in marketing
Reading assignments: Textbook: Chapters 12, 13
Discussion questions (post your discussions by March 14)
Internet exercise (post your discussions by March 14)

March 14-16 Topics to be covered this week:
The role of promotion in marketing.
The nature of the promotion mix.
Reading assignments: Textbook: Chapters 15, 16, 17
Discussion questions (post your discussions by March 28)
Internet exercise (post your discussions by March 28)
Review/practice Quiz #3 (Submit by March 28)

March 28-30 Final Exam (submit your exam by March 30)
Extra Credit Assignment is due.

The instructor reserves the right to modify the course requirements, assignments, grading procedures, and other course-related policies as circumstances so dictate.

Unless there are major compelling medical reasons, all students must take the midterm and final exam on the scheduled dates.

Extra Credit Assignment New Product Introduction

Each student will fully describe and analyze a recent new product launch which has occurred within the past 12 months. This assignment is due on the scheduled date per our syllabus. Late papers will not be accepted. The report should be between 7 and 10 pages double-spaced.

Research is required for this assignment. It ought to be a combination of field trip(s) to retail stores, and/or online research. New products can be identified from new product announcements in business publications, advertising, company web site, or simply by talking to the retailer about new product introductions.

The major components that must be researched and addressed in this assignment include, but are not necessarily limited to:

I. Briefly describe the organization launching this new offering, including:

1. What business is the company in? What is their mission, if known?
2. What current products and brands does the company offer?
3. Is the new product introduction an extension of current product offerings or does it set the company in a new direction?

II. Describe and discuss the launch strategy:

1. What are the marketing environmental variables that encouraged the firm to launch this new product? For example, are there new technologies that have emerged which made the development or the manufacturing of this product possible? Or could there be some sociological and cultural variables (emphasis on youth and health) that drove the organization towards launching the new product(s). Consider all possible environmental forces that may have led to this product introduction. Refer to chapter 3 of textbook and to our class discussion.
2. What is the target market for the new product? Provide a complete profile of this segment. Refer to our class discussion of the subject.
3. What are some of the unmet needs, if any, that are being satisfied by this product?
4. Provide a complete description, pictures, sketches, etc. of the product. What distinct benefits does it offer?
5. Describe the pricing strategy being used during the introduction stage of the product (high, medium, or low price point in comparison to alternatives). Does the pricing strategy offer real value to the customer?

6. How is the product currently being distributed? Are the channels of distribution currently used suitable for the launch of the product?
7. Describe the promotion activities (advertising, sales promotions, publicity, and personal selling efforts) in order to secure a successful launch of the product?

III. Reflect on the future prospects for the product:

1. Is the product currently successful or unsuccessful? Explain why or provide reasons why.
2. What are the future prospects of the product?
3. Are there any recommendations you may have for the company on what to do differently?
4. Do you have any advice for the company on future launches based upon your research and analysis?

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