Description
This course explores the role of marketing in society and within the organization. It examines the process of developing, pricing, promoting and distributing products to consumer and business markets and shows how marketing managers use the elements of the marketing mix to gain a competitive advantage. Through interactive, application-oriented exercises, case videotapes, a guest speaker (local marketer), and a group project, students will have ample opportunity to observe key marketing concepts in action. The group project requires each team to research the marketing plan for an existing product of its choice. Teams will analyze what is currently being done by the organization, choose one of the strategic growth alternatives studied, and recommend why this alternative should be adopted. The recommendations will include how the current marketing plan will need to be modified in order to implement this strategy and will be presented to the instructor in written form and presented to the class. No audits.

Prerequisites
None

Instructor
Theresa D. Jones, theresadjones@verizon.net, http://eng.jhu.edu/wse/cle/page/faculty_profiles
Office: Maryland Hall – Room 16, Cell: 443-415-5655
Mailbox: Whitehead Hall – Room 105
Office Hours: Wednesdays 5-6 pm in Whitehead Hall – Room 104; other times by appointment

Teaching Assistant
Zoe Ovans, zovans1@jhu.edu
Office: 104 Whitehead Hall, Cell: 781-534-8780 (available via calls/texts/facetimes, etc.); Facebook Messenger: Zoe Ovans
Office Hours: Fridays, 2-3pm in the Brody Learning Commons café area

Meetings
Wednesdays, 6:15 – 9:00pm, Hodson 313

Textbook
There are a few significant changes to this edition that make it mandatory that you purchase the 12th edition of the text.

Online Resources
Please log in to Blackboard for all materials related to this course.

Course Objectives
(1) To provide insight into the role of marketing within an organization.
(2) To help students gain an understanding of key marketing concepts and principles.
(3) To provide students with the opportunity to evaluate and formulate marketing strategies.
(4) To challenge students to consider ethical and global issues relevant to contemporary marketing.
(5) To encourage students to consider marketing as a career.

Course Topics
- Creating Customer Relationships and value through Marketing
- Developing Successful Organizational and Marketing Strategies
- Building an Effective Marketing Plan
- Scanning the Marketing Environment
- Ethical and Social Responsibility in Marketing
- Understanding Consumer Behavior
- Understanding Organizations as Customers
- Understanding and Reaching Global Consumers and Markets
- Marketing Research: From Customer Insights to Actions
- Market Segmentation, Targeting and Positioning
- Developing New Products and Services
- Managing Successful Products, Services and Brands
- Services Marketing
- Building the Price Foundation
- Arriving at the Final Price
- Financial Aspects of Marketing
- Managing Marketing Channels and Supply Chains
- Retailing and Wholesaling
- Integrated Marketing Communications and Direct Marketing
- Advertising, Sales Promotion, and Public Relations
- Using Social Media to Connect with Consumers
- Personal Selling and Sales Management
- Implementing Interactive and Multichannel Marketing
- Pulling It All Together: The Strategic Marketing Process

Course Expectations & Grading
The course objectives will be pursued through the use of class and group discussion, videos, guest speakers, case studies, application assignments and a group project with written and oral presentation components. Class time will be devoted to covering key concepts and enhancing student understanding through examples, discussions, exercises and case studies.
Course Procedures

1. Prior to every class, each student is expected to read the assigned chapters and other materials as indicated on this syllabus. This includes all vignettes and boxed material within the chapters. Students should come to class prepared to share their thoughts and views on the readings and also prepared with any questions they had on the material. Class agendas, chapter highlights, announcements and readings will be posted on Blackboard. Please visit Blackboard before each class, assignment due date and exam.

2. If you must miss a class, it is your responsibility to get the notes from lecture, videos, cases, speakers, etc. from another student. Please note that the videos shown in class are available for viewing outside the class period by making arrangements with the course assistant. Exam questions may be drawn from in-class exercises and videos as well as guest speaker content.

3. All assignments must be typed and submitted on the due date. Late work will be penalized. Assignments turned in late will lose points. If a student knows that s/he will not be in class, it is the responsibility of the student to contact the instructor and arrange to submit the assignment to the instructor or the C.A. prior to class or by a mutually agreed upon time. For extreme illness and other emergency situations, students are required to obtain documentation from their Advising Office for submission to the instructor.

4. All assignments must be typed double spaced using 11- or 12-point type unless noted otherwise. Points may be deducted for submissions that are handwritten. Multiple paged assignments must be paginated with student or group name on each page and neatly paper clipped or stapled.

5. All assignments should be spell-checked and grammar checked prior to submission. Points may be deducted for spelling and grammar errors.

6. No make-up quizzes or exams will be given after the class period (and there are typically no “extra credit” assignments). If students arrive late to class and miss a portion of the quiz or exam period, they will have to do the best they can in the time remaining. However, students with absences excused in advance of the class (e.g. athletes or documented illness) may contact the Course Assistant to schedule the quiz in person in advance of other students. Students should not make air travel arrangements prior to consulting the syllabus for the mid-term and final exam dates.

Student Learning Methods / Course Requirements

Class Participation. Students are expected to complete all assignments on time, to attend all classes and to be prepared for discussions. Students should have read, studied and thought about the assigned material for each class—this includes cases at the end of each section. Students are expected to arrive at class on time. Daily quizzes will be given at the beginning of class and students who arrive late will have to do their best in the time remaining. Participation points may be deducted for students who leave class early—i.e. after they have taken the quiz.

Quizzes. In order to encourage students to do the assigned reading in advance of class, a quiz will be given at the beginning of each class period. Quizzes will consist of multiple choice and short answer questions that cover major concepts from the current period’s assigned reading. Nine quizzes will be administered, and the two lowest quiz grades will be dropped. No make-up quizzes will be given after the class meeting. In the case of an excused absence, and only if the student has
contacted the Instructor or Course Assistant, an alternate quiz may be given prior to class. If students miss a class for any reason, their quiz grade will be zero for that day. Studying for the quizzes will not only prepare students for class and the group project, but also make preparing for the two exams and other assignments much easier. Please see the Course Assistant for tips on preparing for the quizzes.

Case Studies & Class Exercises. Several case studies will be analyzed in class during the semester. There will also be a variety of class exercises where all students will be expected to actively participate. Ad-hoc groups may be formed in class for these discussions. Your involvement and contributions to these discussions will count toward your participation grade.

Examinations. The mid-term and final examinations will consist of multiple choice and/or short answer questions. These questions will be based on material presented in the text, on videos, in class discussions/exercises, in take-home assignments and by guest lecturers, so please take detailed notes every class period. Each exam is worth 25% of the final grade. All work on examinations and assignments (other than the group project) is expected to be done independently of other students, although meeting with the C.A. is encouraged. Failure to comply will result in a score of zero for the work in question and possible reporting to the University. NOTE: The dates for the mid-term and final examinations are included in this syllabus. Students must make travel plans that do not conflict with these dates. Requests to take the exam early will only be considered due to documented athletic commitments or for medical reasons. The instructor reserves the right to modify the exam format for makeup or alternate exams.

Assignments & Readings

Assignments and supplemental readings will be posted on the Blackboard site for this course. Descriptions of the assignments are as follows:

1. Market Segmentation Application Assignment. This assignment is to be done individually and will be posted on September 17th and due October 1st. It is predominantly based on the material in Chapter 9 of the text. The chart on page 229 in the text book will be especially helpful with this assignment, as will meeting with the C.A.

2. Library Research Assignment. All group members should contribute equally to the preparation of the written report for the group project. This library research assignment, to be done individually, will serve to familiarize students with some of the basic research tools and approaches used by marketers to aid in industry and business analysis. The assignment will be posted on Blackboard and the completed assignment should be scanned and submitted electronically. This is the only submission that may be handwritten. Be sure to keep a copy to share with your group members since the assignment will not be returned. It is due October 1, 2014 and is worth 5 points toward the group project grade.

3. Financial Analysis and Pricing Assignment. This assignment, to be done individually, will serve to familiarize students with some of the basic analyses performed by marketers to aid them in decision making and marketing planning. In addition, it will aid in preparing students for the sections of the group project that require basic financial analysis and it will provide all students with basic practice using Excel. Answers for this assignment must be clearly numbered and must be typed. A meeting with the C.A. may be helpful in completing this assignment. This assignment will be posted October 8th and will be due October 22nd. It is based predominantly on the material in Chapters 13, 14 and Appendix B in the text.
4. **Group Project—Marketing Plan.** The group project will provide students with an opportunity to apply their business and marketing skills in a real world setting. The project requires the group to research the marketing plan for a **consumer** product of its choice that has been on the market for at least three years and is manufactured by a **public company**. For a list of publicly traded companies, check [www.investorguide.com/stock-list.php](http://www.investorguide.com/stock-list.php) or consult the Moody’s Company Data reference book in the library. Other considerations: in general, it is better to choose a specific brand of product, like Corvette or iPod, vs. the company or brand family, like Chevrolet or Apple. This will help you to focus on target audiences and strategies. Also, in general, the larger or better known the company or brand, the easier it will be to find the information you need from available public sources. You are strongly encouraged to work with the instructor and the business librarian as you evaluate your product choices.

There are two components for this assignment: an oral presentation with presentation slides and a written report. Guidelines for the project will be posted to Blackboard; also see Appendix A in the text. A sample written report(s) may be examined but not photocopied by contacting the C.A. Products chosen in the past include: Apple iPad, Under Armour Wicking Shirts, Axe Body Spray, Chevrolet Volt and Amazon Kindle. You may not choose any of these products or brands.

**The draft of the introduction is due October 22nd.** While it is a draft, the information must be presented in final form with the appropriate citations and formatting. The assignment will be given a placeholder grade which will be replaced by the introduction submitted as a part of the final project submission.

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percent of Grade</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>5%</td>
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<td>In-class exercises/cases, discussions, attendance</td>
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<tr>
<td>Quizzes (Best 7 of 9; lowest 2 quiz grades will be dropped)</td>
<td>15%</td>
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<tr>
<td>Market Segmentation Application Assignment</td>
<td>5%</td>
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<tr>
<td>Financial Analysis and Pricing Assignment</td>
<td>5%</td>
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<td>Group Project</td>
<td>20%</td>
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<tr>
<td>Library research assignment, oral presentation, presentation slides written report</td>
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<td>Exams</td>
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<td>Mid-term</td>
<td>25%</td>
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<td>Final Exam(^1)</td>
<td>25%</td>
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<td>100%</td>
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\(^1\) **NOTE:** There is no senior option for this course; all students must take the final exam.
Grades will be awarded on the following basis:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>97% and above</td>
<td>A+</td>
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<tr>
<td>93%-96%</td>
<td>A</td>
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<tr>
<td>90%-92%</td>
<td>A-</td>
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<tr>
<td>87%-89%</td>
<td>B+</td>
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<tr>
<td>83%-86%</td>
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<td>80%-82%</td>
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<td>77%-79%</td>
<td>C+</td>
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<td>73%-76%</td>
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<td>70%-72%</td>
<td>C-</td>
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<td>60%-69%</td>
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<td>Below 60%</td>
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Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
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<tbody>
<tr>
<td>Sep. 3</td>
<td>Introductions &amp; Syllabus Review</td>
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<tr>
<td></td>
<td>Introduction to Marketing</td>
<td>Chapter 1</td>
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<td></td>
<td>Marketing &amp; Corporate Strategies</td>
<td>Chapter 2</td>
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<tr>
<td>Sep. 10</td>
<td><strong>Quiz 1, Chapters 3, 4 and 5</strong></td>
<td>Chapter 3</td>
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<td>The Marketing Environment</td>
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<td>Ethics &amp; Social Responsibility</td>
<td>Chapter 4</td>
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<td></td>
<td>Consumer Behavior</td>
<td>Chapter 5</td>
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<tr>
<td></td>
<td>Introduction to Group Marketing Project</td>
<td>Appendix A</td>
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<tr>
<td></td>
<td>Reminder: Group information (editor and presentation designer) due by Sep 24th</td>
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<tr>
<td>Sep. 17</td>
<td><strong>Quiz 2, Chapters 6 and 7</strong></td>
<td>Chapter 6</td>
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<td>Organizational Markets</td>
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<td>Global Consumers and Markets</td>
<td>Chapter 7</td>
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<td>Post/Discuss: Market segmentation assignment based on Chapter 9</td>
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<td>DUE: 1st and 2nd choices for the product for the group project</td>
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<tr>
<td>Sep. 24</td>
<td><strong>Quiz 3, Chapters 8 and 9</strong></td>
<td>Chapter 8</td>
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<td>Marketing Research</td>
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<td>Market Segmentation</td>
<td>Chapter 9</td>
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<td></td>
<td>DUE: 1) Names and email addresses of editor and presentation designer.</td>
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<tr>
<td>Oct. 1</td>
<td><strong>Quiz 4, Chapters 10, 11 and 12</strong></td>
<td>Chapter 10</td>
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<td>Review Market Segmentation Assignment</td>
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<td>Developing New Products</td>
<td>Chapter 10</td>
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<td></td>
<td>Managing Products, Brands and Services</td>
<td>Chapter 11</td>
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<td>Marketing Services</td>
<td>Chapter 12</td>
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<td></td>
<td>DUE: 1) Library research assignment and 2) Market segmentation assignment</td>
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<tr>
<td>Oct. 8</td>
<td>MIDTERM: Chapters 1-12, in-class discussions, videos, exercises and case studies</td>
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<td></td>
<td>Post: Financial Analysis and Pricing Assignment</td>
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Note: Scheduling of Guest Speaker(s) may result in modifications to the dates/order of content
covered after the midterm. Announcements will be made in class and on Blackboard to ensure students are aware in advance which chapters will be covered in class/on quizzes.

Oct. 15  
*Quiz 5, Chapters 13, 14 and Appendix B*
- Financial Aspects of Marketing  
- Building the Pricing Foundation  
- Arriving at the Final Price  
- Discuss: Financial Analysis and Pricing Assignment  
- Review: Midterm exam  
- Reminder: Group project introduction is due Oct. 22nd

Oct. 22  
*Quiz 6, Chapters 15 and 16*
- Marketing Channels and Supply Chains  
- Retailing and Wholesaling  
- DUE: 1) Financial analysis and pricing assignment and 2) Group project introduction (section iii.) with title page, footnotes, bibliography and appendices.

Oct. 29  
*Quiz 7, Chapters 17 and 18*
- Review Financial Analysis and Pricing Assignment  
- Integrated Marketing Communications and Direct Marketing  
- Advertising, Sales Promotion and Public Relations  
- DUE: 1) List of marketing channel members targeted for personal interviews

Nov. 5  
*Quiz 8, Chapters 19 and 20*
- Using Social Media to Connect with Consumers  
- Personal Selling and Sales Management

Nov. 12  
*Quiz 9, Chapters 21 and 22*
- Interactive and Multichannel Marketing  
- The Strategic Marketing Process

Nov. 19  
*Wave 1 - Group Presentations—Groups TBD*
- Due: Hard copy of written report and presentation slides for ALL GROUPS due by 6:15PM. Late submissions will be penalized.

Nov. 26  
Thanksgiving Vacation – No Class

Dec. 3  
*Wave 2 - Group Presentations—Groups TBD*
- Course Wrap Up

Dec. 17  
FINAL EXAM – WEDNESDAY, 6PM – 9PM, Hodson 313  
Chapters 13-22, related cases, class discussions and guest speakers

**Ethics**

The strength of the university depends on academic and personal integrity. In this course, you must be honest and truthful. Ethical violations include cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty, and unfair competition.

Cheating is wrong. Cheating hurts our community by undermining academic integrity, creating mistrust, and fostering unfair competition. The university will punish cheaters with failure on an
assignment, failure in a course, permanent transcript notation, suspension, and/or expulsion. Offenses may be reported to medical, law, or other professional or graduate schools when a cheater applies.

In this course, each student has the responsibility to document the following in individual and group papers:

a) Quotations (the exact words/data from another person)
b) Paraphrase (the rewording of another person’s ideas/data)
c) Combination of quotation and paraphrase

This applies to all sources of information, including company brochures, phone or in-person interviews and internet information. All outside sources of information should be clearly acknowledged. If there is any doubt or question regarding the use and documentation of outside sources for academic assignments, the MLA stylebook should be consulted.

You may collaborate with other students in this course, but only under these conditions:

1) The marketing plan group project
2) Class exercises as directed by the instructor

If you have questions about this policy, please ask the instructor.

On every exam, you will sign the following pledge: “I agree to complete this exam without unauthorized assistance from any person, materials or device. [Signed and dated]”

Signing the name of someone other than yourself on a sign-in sheet also qualifies as a breach of ethics.

Report any ethics violations you witness to the Instructor. For more information, see the guide on “Academic Ethics for Undergraduates” and the Ethics Board web site (www.jhu.edu/ethics) and university misconduct policies at http://e-catalog.jhu.edu/undergrad-students/student-life-policies/

Students with Disabilities
Any student with a disability who may need accommodations in this class must obtain an accommodation letter from Student Disability Services, 385 Garland, (410) 516-4720, studentdisabilityservices@jhu.edu.

ABET Outcomes

- Ability to apply mathematics, science and engineering principles (a).
- Ability to function on multidisciplinary teams (d).
- Understanding of professional and ethical responsibility (f).
- Ability to communicate effectively (g).
- The broad education necessary to understand the impact of engineering solutions in a global and societal context (h).
- Recognition of the need for and an ability to engage in life-long learning (i).
- Knowledge of contemporary issues (j).