Marketing 305  
Principles of Marketing  
Fall 2006

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Office: Markenstein Hall 457  
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Time: Monday/Wednesday, 3:00pm – 4:50pm  
Office Hours: Monday/Wednesday 2:00p – 3:00p

Course Description

Marketing is a process of identifying and satisfying customers’ needs for products, services and ideas, and simultaneously creating and delivering a standard of living to society. The course examines the components of the marketing process, sources and uses of marketing information and intelligence, consumer behavior and international marketing.

The pre-requisites for this course are listed in the course catalogue. The instructor reserves the right to administratively drop, at any point, any student who has not met the prerequisites. Students choosing to withdraw from this course are responsible for doing so according to university procedures and deadlines.

Textbook


Course Objective

To provide the student with the basic concepts and principles of marketing and how these concepts are applied to actual marketing management. The course will stress the fundamental aspects of marketing such as buying behavior, marketing research, product, price, promotion, and distribution strategies. It will provide an understanding of the integration of marketing with other departments in the organization. The practical aspects of marketing and the relevance to the real world will be emphasized.

Grading

Your work will be evaluated based upon your ability to demonstrate you thoroughly understand the concepts presented in class. The grading will be based on tests, case analyses, homework and class projects, and class participation. The final grade will be weighted as follows:

Exam I 100 points  
Exam II 100 points  
Final Exam 125 points  
Comprehensive Marketing Project 150 points  
Take home assignment 20 points  
Homework Assignments 65 points  
Class Participation* 50 points  
Includes in class activities, class discussions, attendance, and preparation.
Please note the final exam is worth more than the other exams.

There will be no curving of the grade distribution. Course grades will be determined by using the following numerical scale:

- **A** 92 or greater
- **A-** 90 – 91
- **B+** 87 – 89
- **B** 82 – 86
- **B-** 80 – 81
- **C+** 77 – 79
- **C** 70 – 76
- **D** 60 – 69
- **F** 59 or below

Final grades will not be posted. If you would like to know your final course grade before receiving your report card, you must submit a self-addressed, stamped postcard or envelope at the time of the final.

**Comprehensive Marketing Project**

The project description and deliverables for the Comprehensive Marketing Project are attached to this the syllabus.

**Homework Assignments**

You must turn your homework in on the date due in order to receive credit. Homework will be graded on a credit/no credit basis. If you turn your homework in and it is done correctly and completely you will receive credit. If it is late or not done completely/correctly you will not receive credit. There are a total of 9 homework assignments. If you receive credit for all assignments you will get the full 65 points. Each time you do not receive credit for an assignment 5 points will be deducted from the 65 total points. See the attached homework schedule for assignments.

**Exams**

The exams are designed to test your ability to apply the concepts discussed in class. As such, they will primarily consist of multiple choice and short answer essay. There will be three exams during the semester of which one will be a final exam. The final exam will cover material discussed during the entire semester.

**Miscellaneous**

- Attendance, preparation, and participation in class are expected.
- All assignments are due on or before the due date. No exceptions without instructor permission.
- There will be no make up exams given without advance permission.
• All written assignments (including homework) must be typed and double spaced or they will not be accepted. No cover pages please!

• Any disagreements in grading should be submitted to me in writing. Class time will not be used to discuss grades!

• Please take advantage of the office hours posted. If you cannot make it during office hours, please see me about an alternative time.

• The instructor reserves the right to alter this syllabus at anytime for any reason.
## SCHEDULE OF CLASS MEETINGS

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<th>CHAPTERS</th>
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<td>August 30</td>
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<td>Communicating Customer Value: Personal Selling and Direct Marketing Marketing In the Digital Age</td>
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<td>December 13</td>
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Homework Assignments

Your homework is due the first day the chapter is discussed in class. See schedule of topics for dates the chapters are discussed. Each homework assignment deliverables are included with the assignment below. All assignments must be type written. In addition to the deliverables you will also be required to be prepared to discuss your material with the class. If you are not in class you will not be able to turn in your homework. No late homework will be accepted under any circumstance!

Chapter 3

After reading the material in the chapter on the macroenvironment and projected trends, pick a company or industry of your choice and cite what you believe to be the (3) most important macro environmental trends that will impact the company’s or industry’s future. Explain why you picked the trends you did.

**Deliverables:** one page to include:
- Three trends that impact the company/industry
- Explanation of why you picked each trend

Chapter 4

Read the opening vignette to the chapter and answer the following questions:
- What information did Coach learn from its customers that stimulated a change in marketing strategy?
- Evaluate the value of marketing research to Coach.

**Deliverables:** One-two page to include the answer to the above questions

Chapter 5

Briefly describe the five stages of your own buyer decision-making process for a major purchase (car, stereo, household appliance, etc.). Evaluate and describe your own activities at each stage.

**Deliverables:** One-two page paper with your decision making process and the activities at each stage

Chapter 6

Pick a product or service industry (e.g. automobile, snack food, banks or financial, airlines, hotels, etc.) and find advertisements for two different competitors that show each company or brands value proposition.
Deliverables: Turn in your ads and indicate the value proposition of each ad. (Write on the ad)

Chapter 7

Go to the supermarket and find (2) examples of each of the following. Your examples should include, what you believe to be, one good extension and one bad extension.

- Line extensions
- Brand extensions

Using the information in your text, explain why these are good/bad extensions

Deliverables: one page paper with the above examples and your explanations.

Chapter 8

Collect four advertisements that show products in the different phases of the product life cycle (intro, growth, mature, decline).

Deliverables: the advertisements with the product life cycle stage indicated on the ad.

Chapter 9

“Give people something of value,” says Ronald Shaich CEO of Panera Bread Company, “and they’ll happily pay for it.” Do you agree with this statement? Name a brand that you purchased recently where this holds true for you. Explain why you bought this brand, despite the price.

Deliverables: one page paper answering the above questions.

Chapter 10

Read Focus on Ethics at the end of the chapter.

Deliverables: Answer questions #1 and #3 and summarize in a one-two page paper.

Chapter 13

In an attempt to breakthrough the clutter, advertisers are relying more and more on advertising on the edge referred to as shock advertising. This technique uses nudity, sexual suggestiveness, and other startling images that may be offensive, but catch the consumer’s attention. Find two examples of ads that you believe are on the edge and are designed to get attention and/or break through the clutter.

Deliverables: bring your ads to class and be prepared to discuss your rational for choosing them.
Comprehensive Marketing Project Summary

You will be working in groups of 5 students. The purpose of the comprehensive marketing project is to have each group of students (1) analyze the current marketing situation of an existing company, (2) develop a new product/service concept for the firm, and (3) formulate a new marketing program to launch the new service. Each marketing concept introduced in class and in your textbook should be the basis for your analysis of the current situation. For example the following should be included in your analysis of the current marketing situation:

- Key macro environment factors
- Strengths and weakness of the company and growth strategies they are currently using
- Segmentation and target market – describe the segments and target market in terms of geography, demographics, psychographics, etc.
- Company and product positioning including key competitor positioning. Include how the market, competitors, and customers might be changing over the next several years. (This should help you with your new product/service concept.)
- Marketing Mix:
  - Product/Service – analyze the current product/service portfolio
  - Price – what appears to be the pricing strategy
  - Place – what kind of distribution system is used
  - Promotion – what methods are used to promote their existing products/services

Once the current marketing analysis is complete you will then develop:

- New product/service concept based on the current marketing situation and the opportunities for growth in the future.
- Marketing program to launch this new product/service. To include:
  - Targeted markets and positioning relative to competitors of the new service
  - Marketing mix (4 P’s) for the new product/service

You are free to pick the company and product/service of your choice. You will be graded as a group. It is your responsibility to make sure that each group member carries his/her own share of the workload. Careful planning and clear communication among group members will help minimize conflicts. You will have the opportunity to rate your peers on an evaluation form distributed at the end of the semester. The last week of class, you will be required to present a summary of the marketing project for the rest of the class. Your group paper is expected to be between 10-15 pages and is due November 27. The presentation shall be between 20-25 minutes. Additional expectations and requirements for the presentation and paper will be discussed in class. A list of group members’ names and company or product/service is required no later than the end of class on September 20.