

## **Marketing Principles**

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### **COURSE INFORMATION**

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MKT | 200-level | 3 credits | 45 contact hours

**Professor:** Jon Charterina

**| E-mail:** provided onsite

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### **REQUIRED TEXTBOOKS & COURSE MATERIALS**

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*Principles of Marketing*, 16th edition. by P. T. Kotler and G. Armstrong  
McGraw Hill. 2016. ISBN: 978-1269812122 (paperback)

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### **DESCRIPTION**

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A complete introductory course on Marketing. Emphasis will be put on how interdisciplinary Marketing really is—borrowing from Psychology, Sociology, Economics, among others. We will learn how to interpret marketing research data and about tools for detecting business opportunities and diagnose the firm's strengths and weaknesses. Secondly, we will introduce the Marketing Mix basic policies, with a focus set on creating a communicating value. The alternatives firms have in terms of the identification and best use of their Competitive Advantage will be discussed. Finally, we will learn how to outline a marketing plan.

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### **OBJECTIVES**

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- Detect customers' needs and wants, and from here opportunities for delivering value.
- Understand consumer behavior.
- Organizational markets and industrial buyer behavior.
- Scan the marketing environment.
- Discuss opportunities for developing customer relationships.
- Link marketing and corporate strategies.
- Develop new products and services.
- Learn the basics on how to manage products, services and brands.
- Formulate pricing strategies.
- Create strategies for channel management and supply chains.
- Define the retailing and wholesaling decisions.
- Create and manage the marketing communications and direct marketing.
- Advertising, sales promotion, public relation strategies.
- Personal selling and sales management.
- Basics of the implementation of Information and Telecommunication (ICT) tools into the interactive and multichannel marketing decisions.
- Basics of marketing research for detection of opportunities an management decisions
- General outline of a marketing plan.

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### **STUDENT LEARNING OUTCOMES**

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Upon completion of this course, students will be able to:

- Identify the elements to analyze in an internal diagnosis.
- Recognize the factors to be considered when analyzing a firm's marketing environment, especially who the competition is and might be in the future
- Appreciate the efforts that some enterprises make in terms of green marketing and corporate social responsibility
- Distinguish between segmenting, targeting and positioning and their relation to a company's strategy choices and value propositions
- Identify the elements of the Marketing Mix
- Appreciate the differences between Products and Services and Products with Service components—including the B2B and B2C perspectives
- Recognize and justify the use of different pricing approaches and strategies
- Differentiate between logistics and material management

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## OUTLINE

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Topic	Readings	Homework
Syllabus presentation to students Introduction: Creating customer Value and Engagement	Ch. 1	
Marketing Concepts and Definitions Management Philosophy: Relationship Marketing Establishing Profitable Customer Relations	Ch. 2	
The MKT Environments: Internal and External Analysis of the Company and the Competition Competitor Analysis-introduction	Ch. 3	
Management of Marketing Information	Ch. 4	
Buying Behavior in Consumer Markets	Ch. 5	
Buying Behaviour in Business Markets B2B: Industrial and Institutional <i>What is "Derived Demand"?</i>	Ch. 6	
Consumer Driven Marketing Strategy	Ch. 7	
Defining and Creating Competitive Advantage Competitive Analysis--review Michael Porter and the five competitive forces	Ch.18.1 Review	Study for Midterm 1 <i>Ch. 1, 2, 3, 5, 6, 7, 18.1</i>
<b>Midterm 1 Exam</b>		
Building Customer Value from Products, Services and Brands	Ch. 8	
Innovation Product Life Cycle Strategies <i>What does New and Improved suggest?</i>	Ch. 9	
Pricing (I): Determination from Customer's perceived value	Ch. 10	
Pricing (II): Decisions based on Product line. Other considerations. Approaches	Ch. 11	
Marketing Channels: Delivering Customer Value. Distribution Decisions. Logistics.	Ch. 12	
Retailing and Wholesaling		



11-05	Introduction to Marketing Communication Decisions	Ch. 14	Study for MT-2 Ch. 8, 9, 10, 11, 12, 13, 14
11-07	<b>Midterm 2 Exam</b>		
11-12	Creating Competitive Advantage	Ch. 18.2 thru-end	
11-14	Outlining the Marketing Plan	Appendix 1	
11-19	Advertising and Public Relations	Ch.15	
11-21 11-26	Personal Selling Sales Promotion How the Sales Force Creates and Transmits Value	Ch. 16	
11-28	The integration of ICTs into Marketing Management: Direct, Online, Social Media and Mobile Marketing	Ch. 17	
12-03	Marketing by the Numbers. Basics of Marketing Research	Appendix 2	
12-05	Introduction to International Marketing	Ch. 19	
12-10	Social Responsibility and Ethics	Ch. 20	Study for FINAL Ch. 15, 16, 17, 18, 19, 20, App.1 and App.2
12-12	<b>FINAL EXAM</b>		

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## GRADES

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There are three (3) Case Studies to complete as group homework assignments. The Case Studies are each worth 5% toward the Final Mark. The third case will centre on outlining a Marketing plan. You may choose any Case Study you want from those indicated in the syllabus, always respecting the due date. Suggestion: Read them ALL and choose the one that really interests your group from among the different “sets” offered. You have five (5) opportunities. Groups are 4-6 people. Due dates to be respected always.

Midterm 1 is worth 25% of your final grade and Midterm 2 is worth 30%. Midterm 2 covers more material, seven as opposed to six chapters, with even more writing. The Final will also be worth 30% of the final grade, with less writing and *it is not cumulative*, covering slightly more than five chapters, including Ch. 18, part of which is also covered and evaluated in the first term of class (ie, in Midterm #1 Exam).

**REMEMBER:** Ch. 18 introduces the idea of **Competitive Advantage** and it is perhaps the most persuasive strategy invoked by businesses today. Therefore, it is important to touch on **Competitive Advantage** more than one part of the course.

**The Standard Grade Scale is in force.**

<b>A</b>	100-93	<b>C</b>	<b>76-73</b>
<b>A-</b>	92-90	<b>C-</b>	72-70
<b>B+</b>	89-87	<b>D+</b>	69-67
<b>B</b>	86-83	<b>D</b>	66-63
<b>B-</b>	82-80	<b>D-</b>	62-60

C+

79-77

F

59-00

Attendance is clearly expected for all classes.

Don't arrive late. Arriving late five times is the same as an absence.

Arriving more than 30 minutes late will be considered an absence—don't double-dip.

Multiple absences result in a lower grade, or even failing the class.

**There are NO "Make-Up" Exams.**

Reading Assignments are to be prepared before the class.

Don't get caught unprepared.

People will be called upon at random.

Don't forget the 1:2 study-ratio.

"Productive" Participation usually settles a borderline case between a C+ and a B-.

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### **ATTENDANCE POLICY**

Attendance is clearly expected for all classes. Try not to arrive late. Arriving late five times is the same as an absence. Arriving more than 45 minutes late will be considered an absence. More than two excused absences or just one unexcused MAY result in a lower grade. Failing the course is assured for multiple unexcused absences and/or failure to attend the exams.

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### **DISABILITY POLICY**

Every effort will be made to accommodate students with disabilities or special learning needs. If you have a documented disability for which you have already requested accommodations through the USAC Central office, your instructor will have been notified so that arrangements can be made early in the term.

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### **ACADEMIC HONESTY POLICY**

Plagiarism, cheating, submitting work of another person or work previously used and other forms of academic dishonesty will lead to lowered course grades, failure of the course or more severe measures, depending on judgments of the gravity of the individual case.

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### **STATEMENT ON AUDIO AND VIDEO RECORDING**

Surreptitious or covert video-taping of class or unauthorized audio recording of class is prohibited by law and by USAC policy. This class may be videotaped or audio recorded only with the written permission of the instructor. In order to accommodate students with disabilities, some students may have been given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded.