

**The Pennsylvania State University, York Campus**  
**MKTG 301W-001 - Principles of Marketing**  
**SPRING 2009**

Time: 9:20—10:35 AM	Instructor: Dr. Ali Kara
Day (s): Tuesday & Thursday	Office: ISTC 206
Place: 206 Main Bldg.	Office Hours: Tue & Thur Noon—1:00 pm
Prerequisites: ENGL 15, MATH 21, ECON 2 or 4	Office phone: 717-771-4189
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### **COURSE DESCRIPTION**

Marketing is a dynamic and an exciting field, a key tool in confronting the challenges American enterprises are facing at home and abroad. People often confuse marketing with advertising and sales. In this course you will learn about the "real" nature and scope of marketing management of which advertising and sales are simply two facets. You will be introduced to other aspects of marketing, such as: **1) Marketing Strategy, 2) Promotion, 3) Market Planning, 4) Distribution, 5) Industrial Marketing, 6) Retailing and Wholesaling, 7) Target Marketing, 8) International Marketing, 9) Market Segmentation, 10) Services Marketing, and 11) Pricing.** You will also learn about the strategic importance of marketing to an enterprise, whether it be a profit oriented business firm (e.g., Burger King or Royal Caribbean Cruise Lines) or non-profit organization (e.g., the Department of Agriculture-a government agency, York Hospital-a hospital, Penn State University-an educational establishment, or United Way-a charity). Perhaps most important of all, you will learn that the fundamental asset of a corporation is its customers. Hence, the supreme importance of the "marketing concept" is an attempt to identify and satisfy its customers' needs and wants. In other words, the marketing concept is a corporate orientation to business that starts with consumers and integrates marketing into every other corporate function. From this point of view, a primary task of marketing is to develop and maintain a business' customer base.

In this course, you will also have an opportunity to test and strengthen your marketing acumen by playing The Marketing Game (TMG). TMG is a microcomputer-based competitive simulation game in which you will be responsible for managing a firm, which develops and markets a new type of voice recognition device that has advanced capabilities for controlling computer applications base on "natural language" spoken commands. Your software is purchased both by final consumers and by business. Your task will be to decide to produce specific quantities of the product, set price, determine advertising expenditures, hire and fire your sales force, commission marketing research studies and more. All the while, you will be competing with other teams to garner the most profit and an optimal market share. TMG was developed specifically to reinforce the target marketing and marketing strategy planning. Students make marketing management decisions—blending the four Ps to compete for the business of different possible target markets.

### **TEXT BOOK & SIMULATION HANDBOOK**

1) W. D. Perreault, Jr., J.P Cannon, and E. J. McCarthy (2009), Basic Marketing: A Marketing Strategy and Planning Approach, 17th ed., Irwin/McGraw Hill.

2) C. H. Mason and W. D. Perreault, Jr. (2002) The Marketing Game! Third edition, McGraw-Hill, New York.

## EXAMS AND QUIZZES

Three exams (two midterms and one final exam) and 2 quizzes have been scheduled for this section of marketing management. Make-ups for the examinations will be given only for the most extraordinary and documented reasons. The exams will consist of both multiple-choice and essay questions.

## SIMULATION GAME AND COMPANIES

Approximately three people will form a company. Company members will get the same simulation grade for the class but this will be modified according to the peer evaluations. As the term progresses, remember that the decisions you will be making each class in the computer simulation are, in a sense, part of an on-going examination, too, worth some 25 percent of your grade. You will be able to judge your relative position on a regular basis through your company's performance each period.

In order for me to provide some feedback to you on your written paper, you are asked to turn in two preliminary reports during the semester. These reports also have to be typed and there is no minimum page limitation. **To speed up the process of feedback, these drafts will be submitted via EMAIL FILE ATTACHMENT ONLY on the due date. Late submissions will not be accepted.** These draft reports will lead to a final marketing paper which will be turned in **HARD COPY ONLY AT THE END OF THE SEMESTER. Remember, although the game is played in group, these are INDIVIDUAL reports.** In general, these reports should not be less than 12 pages given all the required sections. This report will summarize the marketing plan that you've used during the semester when setting your company's marketing strategies (see attached format for sample marketing plan).

Although members of a company will get the same grade for simulation decision, you will evaluate (peer evaluation) members of your company in terms of their contribution to the simulation and to the term paper. This will affect their simulation and class participation grades. Group members are expected to share responsibilities in simulation decisions and written report. If a group member is not completing his/her assigned tasks, you have to inform the instructor as early as possible in the semester so that necessary changes can be made.

## WRITTEN TERM PAPER

This is a writing intensive (W) course. Term paper will be used to improve your writing skills. In this **individual term paper**, you will be developing a marketing plan for your simulation company. In order for me to provide feedback to you on your written paper, you are asked to turn in two preliminary reports during the semester. These reports also **have to be typed** and there is no minimum page limitation. At the end of semester, you have to prepare and turn in the complete report on the marketing plan that you've used during the semester when setting your company's marketing strategies (see attached sample Marketing Plan outline).

Although simulation decisions are made in groups, I am asking each of you to develop a written marketing plan for your company individually to assess your writing skills. You can discuss your ideas for the paper with your group members or do the planning for the paper together, if you prefer, but you need to write your paper yourself. It possible to have some similarities in the papers among group members but they cannot be identical.

## GRADING SYSTEM

Course grades will be based on exams, quizzes, the marketing simulation, written report, and contribution and participation. Details are illustrated below:

2 Exams	120 points
2 Quizzes	60 points
Final Exam	100 points
Marketing Simulation (Group)	40 points
2 Written Paper Drafts	10 points
Written Term Paper (Individual)	50 points
Participation	20 points
TOTAL	400 points

## COURSE RULES AND PROCEDURES

**Class Attendance:** Students are expected to attend classes regularly, be punctual, and complete all work whether present or not. Whenever possible, the opportunity for making up class-work missed as a result of an excused absence is to be worked out between the instructor and the student upon the student's initiative. Excused absences include the following: (1) the student has contacted the faculty member prior to the absence due to a college sponsored activity, (2) the student has contacted the faculty member prior to the absence and the faculty member concurs that the absence is unavoidable and legitimate, (3) faculty member determines that the student has missed classes/assignments due to factors beyond the student's control (i.e., illness, family misfortune, etc.), and the faculty member concurs. All other absences are considered unexcused, in which case the instructor is not obligated to provide an opportunity for making up class-work for credit.

**Make-Up Exams:** No make-up exams will be given for other than instructor approved absences. There are no excused absences from exams other than physician-documented illness and documented personal emergency.

**Academic Honesty:** All university, college, and department policies on academic honesty will be strictly enforced. The usual consequence of academic dishonesty is failure of the course and referral of the case to the Dean of the College for additional disciplinary action.

**Class Participation:** Each student must actively participate in class discussions in order to earn his/her "class participation" grade. It is not enough to come to class and just sit and listen to the instructor or other students. You will not earn class participation grade that way. Sometimes, I will call on students to answer questions and discuss class materials. I will try my best to encourage everyone to participate in class, and contribute to the learning experience.

**Study expectations:** Senate Policy 42-23 states "for the average student, a total of at least 40 hours of work planned and arranged by the university faculty is required to gain one credit." That yields 120 hours for this 3-credit course. After deducting class time (15 days \* 3 hrs = 45 hours), this leaves a balance of 75 hours, which averages to about 5 hours of outside classroom preparation per week for this course. The workload of this course is based on this expectation. You will have to keep up with the work or you will quickly fall behind. Some students will find it necessary to spend more than two hours per class hour outside of class. Some students having an aptitude for the material covered in the course will find that two hours per class hour might be unnecessary. Please see me if you encounter difficulties with the workload. Students are expected to attend all classes in accordance with Senate policy, and to come prepared by having reviewed notes from the previous

lecture and having read the current scheduled assignments. Quizzes will be frequently given to test the student's class preparation by asking questions based upon the prior lectures or current assigned reading.

**Students with Disabilities:** It is Penn State York's policy to not discriminate against students with documented disabilities. If you have a disability related need for modifications in this course, contact me during the first week of class. You should see the Learning Center staff (lower level of the Library) for assistance with testing accommodations that extend beyond the scope of the instructor.

## TENTATIVE COURSE OUTLINE

<b>Weeks</b>	<b>Assignment</b>
1	Course introduction, rules, and administrative details; Organization of computer simulation Practice simulation decision (SD).
2	Chapter 1- Marketing's Value to Consumers, Firms, and Society Chapter 2- Marketing Strategy Planning Results of Practice SD. 1st SD.
3	<b>Quiz #1 (1/29)</b> Chapter 3- Evaluating Opportunities in the Changing Marketing Environment Results of 1st SD. 2nd SD.
4	Chapter 3- Focusing Marketing Strategy with Segmentation and Positioning Chapter 5- Demographic Dimensions of Global Consumer Markets Results of 2nd SD. 3rd SD.
5	<b>EXAM #1 (2/12)</b> Chapter 6- Final Consumers and Their Buying Behavior Results of 3rd SD. 4th SD.
6	<b>FIRST DRAFT TERM PAPER DUE (2/19)</b> Chapter 7- Business and Organizational Customers and Their Buying Behavior Results of 4th SD. 5th SD.
7	<b>QUIZ #2 (2/26)</b> Chapter 8- Improving Decisions with Marketing Information Results of 5th SD. 6th SD.
8	Chapter 9- Elements of Product Planning for Goods and Services Results of 6th SD. 7th SD.
9	<b>SPRING BREAK</b>

10	Chapter 10- Product Management and New-Product Development Results of 7th SD. 8th SD.
11	Chapter 11- Place and Development of Channel Systems Results of 8th SD. 9th SD.
12	<b>EXAM #2 (4/2)</b> Chapter 12- Distribution Customer Service and Logistics Results of 9th SD. 10th SD.
13	<b>SECOND DRAFT TERM PAPER DUE (4/9)</b> Chapter 13- Retailers & Wholesalers and their Strategy Planning Results of 10th SD. 11th SD.
14	Chapter 14- Promotion—Introduction to Integrated Marketing Communications Results of 11th SD. 12th SD.
15	Chapter 15- Personal Selling and Customer Service Chapter 16- Advertising and Sales Promotion Results of 12th SD.
16	Chapter 17- Pricing Objectives and Policies Chapter-18 Price Setting in the Business World <b>FINAL PAPER DUE (4/30)</b>
17	<b>FINAL EXAM (During Finals Week)</b>

### Assignment of Letter Grade

Cutoffs (%)	Points	Letter grade	Grade point
94.5% and above	400-378	A	4.00
89.5-94.4%	377-358	A-	3.67
87.5-89.4%	357-350	B+	3.33
83.5-87.4%	349-333	B	3.00
79.5-83.4%	332-318	B-	2.67
74.5-79.4%	317-298	C+	2.33
69.5-74.4%	297-278	C	2.00
59.5-69.4%	277-238	D	1.00
less than 59.5%	237 or less	F	0.00