

# MKTG 3500 01 18FQ Introduction to Marketing

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## **MKTG 3500: Introduction to Marketing (2018 Fall Quarter) Section: MKTG 3500-01**

Class Schedule: MWF 2:05 pm to 3:30 pm Class Location: Pigott 100

Instructor: Joe Donahue, MBA - <https://www.linkedin.com/in/joe-donahue-4a15204/>

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Office: Pigott 521 Phone: 703-989-6405

Office Hours: Friday 3:30 p.m. to 4:15 p.m. or by appointment

### **Course Description**

This course provides an introduction to the marketing function in organizations. This course will provide fundamentals which can be applied to various functions, including Product Marketing, Product Development, or any function which values understanding customers and striving to make them happy. By design, this course is a survey of key principles, so we will explore only some of them in depth. The intention is that students are exposed to these principles and are able to apply them in the workplace or continue to build the student's knowledge in more specialized courses that cover them in greater depth.

The course will use a combination of lectures, article/case discussions, and assignments to introduce you to the principles and to help you apply them in more realistic settings. This is a course that will challenge you, just like the organizations that you will soon be working at. You will get as much out of the course as you put into it, so please be prepared to work hard as there is no sustainable shortcut for success, either in life or in this course!

### **Course Materials**

The following required textbook will be used: "Principles of Marketing" by Gary Armstrong and Philip Kotler (17th edition), published by Pearson. You may use any of the following versions (please note that prices are approximate):

- Regular version (ISBN-13: 978-0134492513): New/used copies are available for purchase/rent at the SU Bookstore and/or Amazon.com. Prices start at \$199 for new purchases, with rentals starting at \$33. Used copies are available from \$151 onward.
- Student Value Edition/Loose leaf version (ISBN-13: 978-0134461526): New/used copies are available for purchase at Amazon.com. Prices start at \$171 for new purchases, and \$139 for used copies.
- eTextbook: ISBN-13: 978-0134492513: New/used copies are available for purchase at Amazon.com. Prices start at \$172 for new purchases, and \$72 for rented copies.
- Other editions/versions such as the 13th or 15th editions are available\*

\*However, if you use any of these editions/versions, it is your responsibility to be aware of the differences in content (especially cases, which vary by edition), page numbers, etc. as course information will be based only on the 17th Edition (US).

Pricing information is provided to help you select an option that works best for you. Please do your own research as prices change. Note shipping and return dates to ensure you have the text book throughout the course including exams.

Team Assignments: Each team upload (to Canvas before class) a write-up or presentation (**max 2 pages or 2 slides**) and will prepared to make a brief in-class presentations (3-4 minutes per team).

Team CASE assignments: Each team to upload responses to CASE study questions as indicated and (**max 5 pages or 5 slides**).

**Grading**

Mid term = 25%

Final = 25%

Team Cases (4) = 20%

Other team assignments (2) = 10%

Participation/Discussion = 20%

**Schedule**

Fall Quarter 2018				
Week	Date	Topic	Class Preparation	Assignments (Posted to Canvas before class)
Week 1	9/26/2018	Review Syllabus; Assign teams; What is Marketing?		
	9/28/2018	Marketing mix (4 P's)	Book: Chapter 1 &2 Prepared to discuss 4Ps for product of your choice	
Week 2	10/1/2018	Lecture on NPV	Review question 2.14	
	10/3/2018	Marketing Budgets	Read SWOT analysis from New Zeland government (6 web pages): <a href="https://www.business.qld.gov.au/starting-business/planning/market-customer-research/swot-analysis">https://www.business.qld.gov.au/starting-business/planning/market-customer-research/swot-analysis</a>	Team Assignment: Develop a SWOT analysis for a company and for a product
	10/5/2018	Discussion on marketing environments	Book: Chapter 3	
Week 3	10/8/2018	Sample product discussion		Bring a product (or picture)
	10/10/2018	Marketing trends	CASE: Fitbit	Team CASE Assignment: 3.17-3.20
	10/12/2018	Positioning	Watch SBUX commercials on youtube - Review Question: 2.7	
Week 4	10/15/2018	Lecture/Discussion on Market research	Book: Chapter 4	
	10/17/2018	Marketing research	Watch CRM product videos on youtube (Salesforce, Sugar, Dynamics 365) Be prepared to discuss Text book question 4.3	
	10/19/2018	Marketing research	Review CASE: 4.18-4.21	
Week 5	10/22/2018	Sample Product	Prepare for discussion on Product Positioning of your	Bring a

		discussion	product	product (or picture)
	10/24/2018	Lecture/Discussion on Buyer behavior	Book: Chapter 5	
	10/26/2018	Lecture/Discussion on segmetnation	Book: Chapter 7	
Week 6	10/29/2018	Segmentation	CASE: Virgin America	Team CASE Assignment: 7.19-7.22
	10/31/2018	Segmentation	Read: <a href="http://open.lib.umn.edu/principlesmarketing/chapter/5-2-how-markets-are-segmented/">http://open.lib.umn.edu/principlesmarketing/chapter/5-2-how-markets-are-segmented/</a>	
	11/2/2018	Mid Term exam		
Week 7	11/5/2018	Lecture/Discussion on product placement	Read Amazon war on gear: <a href="https://www.outsideonline.com/2326241/amazons-war-on-gear">https://www.outsideonline.com/2326241/amazons-war-on-gear</a>	Discussion
	11/7/2018	Placement	Amazon war on gear part 2	Team Assignment: Write a one pager on placement advantages vs. brand differentiation
	11/9/2018	Sample product discussion	Prepare a discussion of segmentation and placement of your product	Bring a product (or picture)
Week 8	11/12/2018	Veterans Day, Classes Cancelled/ Campus Closed		
	11/14/2018	Lecture/Discussion on Product Development	Book: Chapter 8	
	11/16/2018	Product	CASE: AirBnB	Team CASE Assignment: 8.18-8.22
Week 9	11/19/2018	Product	Book Chapter 9 Review questions 9.7 and 9.8	
	11/21/2018	Thanksgiving Break, classes cancelled		
	11/23/2018	Thanksgiving Break, classes cancelled		
Week 10	11/26/2018	Lecture/Discussion Pricing	Book: Chapter 10 & 11	
	11/28/2018	Pricing	Be prepared to discuss Text book questions:10.8	
	11/30/2018	Pricing	Review CASE questions 9.18-9.22	
Last week of Classes - M	12/3/2018	Lecture/Discussion Promotion	Book: Chapter 16	
W	12/5/2018	Promotion - selling	CASE: Sunguard	Team CASE

				Assignment: 16.18-16.22
F	12/7/2018	Course Wrap-up		
Final	12/10/2018	2:00 p.m. - 3:50 p.m.		

## Course Summary:

Date	Details	
Wed Oct 3, 2018	Team Assignment: SWOT analysis	due by 2pm
Wed Oct 10, 2018	CASE Assignment: Fitbit	due by 2pm
Mon Oct 29, 2018	CASE Assignment: Virgin America	due by 2pm
Fri Nov 2, 2018	Midterm	due by 11:59pm
Wed Nov 7, 2018	Team Assignment: Amazon War on Gear	due by 2pm
Fri Nov 16, 2018	CASE Assignment: AirBnB	due by 2pm
Wed Dec 5, 2018	CASE Assignment: Sunguard	due by 2pm
Fri Dec 7, 2018	Participation and Discussion	due by 11:59pm
Mon Dec 10, 2018	Final	due by 11:59pm