COURSE DESCRIPTION
This course is intended to introduce you to the essentials of marketing: marketing principles and practices marketers can use to successfully operate in today's dynamic environment. Specifically, the course objectives are to:

• Familiarize yourself with the key concepts, analyses, and activities that comprise marketing as a value management process
• Advance your understanding of the marketing process as a framework of looking at the world
• Provide a sound conceptual and theoretical “tool kit” for analyzing marketing problems
• Enhance your leadership, analytical, and communications skills
• Build a solid foundation for courses in other departments and advanced electives in Marketing

COURSE LEARNING OBJECTIVES
Skills
• Analyze marketing problems/opportunities and apply marketing concepts for solutions
• Sharpen critical thinking skills
Knowledge
• Ability to articulate the marketing concepts
• Understand how marketing concepts can be applied
Attitudes
• Develop culturally sensitive thinking
• Consider ethics and the social responsibility aspects of marketing and its actions

COURSE FORMAT
The course will include instructor lectures, instructor-led discussions, case analyses, videos, group/team discussions and exercises, and experiential situations and role-playing for learning. Each student can best broaden her/his knowledge by actively participating with questions, ideas, interpretations, and comments.

During this course, you will be submitting papers (hardcopy and electronic) on Canvas, working collaboratively in teams, and doing presentations to the class.

I will be using Canvas to facilitate class communication. Assignments, and current information will be posted on the class website.

Read the assigned chapters and be familiar with all concepts before coming to class. Chapters are assigned for the day they will be discussed. Note that lectures will complement but not repeat the text information.
COURSE READING
Text: “Marketing: an Introduction” 13e Gary Armstrong / Philip Kotler
Online Access to My Marketing Lab - REQUIRED

The text should be available at the SU Book Store. You may order your etext online through the Pearson Publishing Group.

My Marketing Lab – Required for you to sign up online! Instructions are on CANVAS.

Other Resources (links to videos, articles, cases etc.) can be found on CANVAS and My Marketing Lab – online and will be updated throughout the quarter.

ASSIGNMENTS AND GRADING
Case Write-Up 10%
Assignments 25%
Quizzes 15%
First Exam 15%
Second Exam 15%
Participation 20%

CASE: Presentation leading class discussion with a Group Paper

CASE (Presentation & 1 Paper): All students are to be prepared to give a 20-25 minute group presentation and lead the discussion on the case assigned for the class period. Assignments will be given on the first week of class and posted on canvas. *All cases are at the back of the Marketing text book

Presentation: Students will work in groups of 2-3 on a presentation and paper of the case to the class. They will lead the class discuss of the case. Your grade will include how the presenters are able to engage the class in discussion and offer insights into the case, so be creative. A copy of the presentation and paper will be due before class. – upload on canvas. Rubric is on Canvas.

Paper Format:
Situational Analysis: Pertinent Facts Identified
Marketing Problem Statement: Critical Problem Identified
Alternative Actions: Discuss Strengths and weaknesses of two or three alternative courses of action (if do nothing is one of your alternatives then you must have at least two other alternative actions)
Decision: A well justified decision for one of the alternatives shown above
Implementation: Your Action Plan – specific implementation steps including marketing concepts.
1.5 spacing / 3 pages max.
Papers due prior to the beginning of class on the day the case is presented in class. Late work will not be accepted.

Participation on the cases (you do not present) will be a part of your grade. Please read all cases and be prepared to answer questions in class.

**Cause Related Marketing Presentation**
In teams of 2 - Research and prepare a 5-10 minute presentation on one Company / Product that uses Cause Related Marketing strategies. Who is the target market? How does this influence a buying decision, How (or does it) related to the product itself. Rubrik is on Canvas. Due in Week 2. –

Examples can include: A company that when the consumer makes a purchase, the company donates (cash, like item, other item) to charity.

**Exams**
There will be two in class exams, a midterm exam and a final exam. Both will be multiple choice exams based on book chapters, lectures, cases, readings, exercises, and in class discussions. You need to bring at least two #2 pencils, an eraser. No electronic devises are allowed. No early or late exams will be administered unless there is an emergency.

**Table Topic Summary and Presentation**
In teams of 2 or 3, students will be assigned to make a brief in-class presentations (3-4 minutes per student) on an assigned topic related to marketing. Each team is expected to submit a brief Table Topic Summary (In Word and a copy of their presentation in PowerPoint – uploaded to Canvas)
A list of topics and assignments will be provided by the second week of class and Table topic presentations will begin in the second week of the quarter.

The scope is defined in Canvas.

**Participation**
Attendance is Mandatory. Consistent attendance and class input that brings value to the class discussion benefits you as well as the whole class. I will focus primarily on the relevance and substantive content of your input in grading class participation. I grade participation after each session. A no show attracts a zero score. If you need to be absent, please let me know via canvas or SU email.

Professionalism: I expect everyone in the class to treat your fellow class members and your professor with kindness and respect. I expect you to arrive on time with the assigned readings completed. I expect you to put away your phones, to avoid side conversations, and avoid activities that would cause distractions for others during class time.
Optional Contributions. (Extra Credit)
In this course, we will spend some time discussing marketing decisions and challenges currently facing companies around the globe. To fuel this discussion, you are welcome to post recent business articles or video clips about marketing to the designated discussion board in CANVAS. These submissions, which are completely optional, should be relevant to a topic being covered in class. Your sources of information may include print and online newspapers and periodicals such as Seattle Times, New York Times, The Wall Street Journal, and BusinessWeek, Newsweek, or marketing specific resources such as Ad Age or CMO.com. In addition to posting the content or link, you should briefly describe why the submission is relevant to this class. Please post no more than one article / video per week. However, you are welcome to comment on any / all posts other students provide in a professional manner. If you post or comment on an article or video clip, you may be asked to present it during class and explain its relevance, which can potentially impact your participation grade.

ADDITIONAL INFORMATION

Laptops: The use of laptops, netbooks, Phones or iPads, etc in class is only allowed to view the course textbook. These devices may not be used to check email, the web, texting, or for any other use. A violation of this policy will result in appropriate grade sanctions as determined by the course instructor. Students may use these devices during time given in class to work on group projects.

For audio and videotaping of any class: For protection of proprietary knowledge and for a variety of other reasons, audio and videotaping of any class session is strictly prohibited without prior approval of the instructor. Under extreme circumstances or for a pre-approved class absence, audio taping a class session will be allowed on a case by case basis and with the express permission of the instructor. The student will be responsible for making all necessary arrangements. Students will need to adhere to the appropriate agreed upon use of the content of material of these audio tapes.

Academic integrity: Seattle University’s Academic Honesty policy will be strictly adhered to in both the letter and spirit of the policy. The Policy is available at: http://www.seattleu.edu/regis/Policies/Policy_PDFs/Policy_2004-01.pdf
Information regarding plagiarism and correct citing of sources can be found at: http://www.seattleu.edu/lemlib/ResearchPath/CiteSources.htm
Academic integrity is expected in this class. Academic integrity means that you are expected to approach all assignments within the letter and the spirit of the class rules.

These rules exist to maximize the learning experience for all students, preserve the integrity of the class, and to help you practice the high level of integrity expected from business professionals. If you have any doubt about whether anything related to this class meets the standards of integrity, you are expected to disclose the particulars of the situation fully to me.
Academic dishonest, as defined by the university policy, will not be tolerated in any form. Activities that constitute academic dishonesty include: 1) consulting those who have already taken MKTG4560 about assignments before they are due; 2) working with non-team members on team assignments; 3) handing in paper assignments that were copy-edited for you by a person other than your MKTG4560 team members.

Students are advised to discuss with the instructor when in doubt.

Please feel free to talk with me after class, during office hours, by appointment, or by e-mail. I welcome your interest and participation in the course and am happy to help you understand what you need to succeed.

Class discussions are interactive and comments can be made to the whole class. Other comments and discussion should be done during breaks or outside of the class to avoid disrupting other students.

You are expected to attend all classes since we cover material that is not in the text. I expect you to fully participate in class activities when you are in class.

Changes to the schedule or assignments may be necessary and will be announced in class and on the course web site. You are responsible for keeping updated.