Welcome to MARKETING 3500, Principles of Marketing.

**COURSE OVERVIEW**

Introduction to Marketing is an introductory course in marketing for students who have not had a previous course or extensive marketing practical experience. The course has several objectives, in addition to the obvious one of introducing the basic terms and concepts of the field. It will also provide opportunities to apply the marketing concept to business strategy and to develop a strategic marketing plan within an integrated business framework. The course will include significant team/collaboration activity.

The course will include instructor lectures, class discussions, case analyses, videos, and exercises. You can best broaden your knowledge by actively participating with questions, ideas, interpretations, and comments. You can expect many assignments and class exercises in this course. During this course, you will be submitting papers and working collaboratively.

You will also create a marketing plan and presentation for a real business.

**LEARNING OUTCOMES**

It is expected that upon completion of this course, you will be able to:

1. Define marketing and outline the steps in the marketing process.
2. Explain the importance of understanding customers and the marketplace, and identify the five core marketplace concepts.
3. Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.
4. Analyze qualitative and quantitative consumer data for use in determining appropriate marketing techniques that align with an organization’s strategic focus, culture, and current business processes.
5. Recommend product, price, promotional, and distribution strategies for a pre-defined target market through organizational marketing plans.
6. Maximize internal and external opportunities through the integration of marketing concepts, theories, and models.
7. Develop effective marketing strategies that address commercial, legal, and cultural aspects in global business environments.
8. Analyze marketing practices for compliance with legal systems, regulatory standards and ethical practices.

**TEAMWORK**

During this course you will be working in assigned teams with weekly assignments and an overall class project. Your active and consistent participation is essential. Lack of consistent and active participation in class and behind the scenes with your team can affect your grade.

**WEEKLY ASSIGNMENTS**
Each week you can expect reading assignments, individual work, collaborative work, a weekly project assignment (see below—Marketing Project), and there will be two concept quizzes.

**MARKETING PROJECT**

In the first week of the course your team will be asked to select a business as your course project. During the course you will create a marketing plan for this business. Each week your team will have an assignment that correlates to one part of a strategic marketing plan. For example, in one week you will be asked to develop a SWOT (Business Strengths, Weaknesses, Opportunities and Threats Analysis), in another week you will be asked to identify the customers targets for your business, in another week you will be asked to create a promotion plan, etc.

The business you select should be a small to medium size business you are familiar with and one that you can make a difference with. It might be a nonprofit in your community that needs marketing help, or a small struggling business you want to see succeed, perhaps a faith-based organization, etc.

Your final plan will be both a written marketing plan and a PowerPoint or Keynote presentation in class.

**REQUIRED MATERIAL**

Principles of Marketing, Student Value Edition Plus 2014 MyMarketLab with Pearson eText -- Access Card Package Authors: Philip Kotler (Links to an external site.), Gary Armstrong (Links to an external site.) ISBN: 9780133878349 Edition: 15th, Publisher: Prentice Hall. This package gives you access to the textbook and to the online videos.

**GRADING**

<table>
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<tr>
<th>Assignments</th>
<th>Points Possible</th>
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<tr>
<td>Final Marketing Plan (Written) Team Assignment</td>
<td>0-150</td>
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<tr>
<td></td>
<td>For Each Team member</td>
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<tr>
<td>Final Marketing Plan Presentation in Class (Team)</td>
<td>0-100</td>
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<tr>
<td></td>
<td>For Each Team Member</td>
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<tr>
<td>Two Quizzes</td>
<td>100</td>
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<tr>
<td></td>
<td>(50 points each)</td>
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<tr>
<td>What’s New Team Participation</td>
<td>200</td>
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<tr>
<td>“What’s New” Team presentation</td>
<td>(25 Points each week x 8)</td>
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<td>Each Monday Team presentation</td>
<td>Based on Quality of Content Team Participation</td>
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<td>Discussion Participation</td>
<td>240</td>
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<tr>
<td>Case Studies Team presentation</td>
<td>(30 Points each week x 8)</td>
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<tr>
<td>Each Monday</td>
<td>Based on Quality of Content Team Participation</td>
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<td>Weekly Team Presentation on Wednesday</td>
<td>210</td>
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<td>Each Wednesday</td>
<td>(30 Points each week x 7)</td>
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<tr>
<td>Weekly Team Presentation on Thursday</td>
<td>Based on Quality of Content Team Participation</td>
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<td>1,000 Points</td>
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**LATE WORK POLICY**

- All assignments: 10% late per 24 hour period or fraction thereof.
- Quizzes will be locked after the due date.
- Final Presentation and Final Report: 10% late per hour.

**WRITING EXPECTATIONS**

To achieve the maximum number of points, please follow these expectations:

1. Cite your sources using APA style and make it clear to the reader what is your writing, and what is the writing of a source.
2. Use correct grammar, spelling, capitalization, and punctuation. (Seattle University has a great writing center that can help you).
3. On all assignments you submit include: Your all team member names, date, assignment, and class.
4. ALL work presentations must be submitted as a Microsoft PowerPoint or Apple Keynote presentation
5. All papers must be submitted as a Microsoft Word document or saved as an RTF document. Please do not submit a PDF.

**COURSE EXPECTATIONS AND RESPONSIBILITIES**

**Academic Honesty:**

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 and the Seattle University Academic Integrity Policy.

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 dishonesty, as defined by university policy, will not be tolerated in any form. If you observe instances of dishonesty, please report them to me immediately. University procedures will be used to investigate reported instances of dishonesty. Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at: [http://www.seattleu.edu/registry/Policies/] If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

**UNIVERSITY RESOURCES AND POLICIES**

**Academic Resources**

- Library and Learning Commons ([http://www.seattleu.edu/learningcommons/](http://www.seattleu.edu/learningcommons/))
  *(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)*
- Academic Integrity Tutorial ([found on Angel and SU Online](http://www.seattleu.edu/learningcommons/))

**Academic Policies on Registrar website ([https://www.seattleu.edu/registrar/academics/](https://www.seattleu.edu/registrar/academics/))**

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy *(only for those professional programs to which it applies)*

**Notice for students concerning Disabilities:**

*If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are
encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

## CLASS SCHEDULE

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<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>TOPICS</th>
<th>ASSIGNMENTS</th>
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<tbody>
<tr>
<td>WEEK 1:</td>
<td>June 22 – June 27</td>
<td>Introductions and Expectations, Defining the Strategic Marketing Process, Understanding the Marketing Mix, Creating and Capturing Customer Value, Team Assignments, Syllabus Review</td>
<td>Reading: Marketing: An Introduction, Chapters 1 and 2&lt;br&gt;Team Assignment: Case Study: Zappos&lt;br&gt;Team: Product/Service Idea (must be approved by Professor before moving forward)&lt;br&gt;Team: What’s New</td>
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<td>WEEK 2:</td>
<td>June 29 – July 4</td>
<td>Developing a SWOT, Analyzing the Marketing Environment, Managing Market Information to Gain Customer Insights&lt;br&gt;Mon: What’s New: Teams&lt;br&gt;Mon: Zappos Case Study Presentation: Wed: Project Updates: Business Overview</td>
<td>Reading: Chapters 3 and 4&lt;br&gt;Team Assignment: Case Study: Dominos&lt;br&gt;Team Assignment: SWOT Analysis&lt;br&gt;Team: What’s New</td>
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<td>WEEK 3:</td>
<td>July 6 – July 11</td>
<td>Consumer Markets and Consumer Buyer Behavior, Customer-Driven Marketing Strategy: Creating Value For Target Customers&lt;br&gt;Mon: What’s New: Teams&lt;br&gt;Mon: Dominos Case Study: Teams&lt;br&gt;Wed: Project Updates</td>
<td>Reading: Chapters 5 and 7&lt;br&gt;Team Case Study: Goodwill Industries&lt;br&gt;Team Assignment: Team: What’s New</td>
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<td>WEEK 4</td>
<td>July 13 – July 18</td>
<td>New Product Development &amp; Product Life-Cycle Strategies Pricing&lt;br&gt;&lt;strong&gt;July 15 Paul Moulton, Costco.&lt;/strong&gt;&lt;br&gt;Mon: What’s New: Teams&lt;br&gt;Mon: Case Study: Goodwill&lt;br&gt;Wed: Project Updates</td>
<td>Reading: Chapters 9, 10, 11&lt;br&gt;Team Case study: Subaru and the Product Life Cycle&lt;br&gt;Team Assignment: Organizational Objectives &amp; Strategy&lt;br&gt;Study For Quiz&lt;br&gt;Team: What’s New</td>
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<td>WEEK 5</td>
<td>July 20 – July 25</td>
<td>Marketing Channels Retail/Wholesale Personal Selling, Direct and Online Sales Quiz&lt;br&gt;&lt;strong&gt;22nd Pamela Quadros, Outdoor Advertising.&lt;/strong&gt;&lt;br&gt;Mon: What’s New: Teams&lt;br&gt;Mon: Case Study Presentation: Subaru&lt;br&gt;Wed: Project Updates: Teams</td>
<td>Reading: Chapters 12, 13, 16 and 17&lt;br&gt;Team Project update: Project to Date&lt;br&gt;Team: Channels of Distribution and Social Media&lt;br&gt;Team: What’s New&lt;br&gt;Case Study: TBD</td>
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<td>WEEK 6</td>
<td>July 27 – Aug 1</td>
<td>Integrated Marketing Communications Strategy Advertising, and Public Relations&lt;br&gt;&lt;strong&gt;27th Guest Randy Tinseth, Boeing&lt;/strong&gt;&lt;br&gt;Mon: What’s New:</td>
<td>Reading: Chapters 14 and 15&lt;br&gt;Team Case Study: Virgin America&lt;br&gt;Team Project Update: Promotion Plan&lt;br&gt;Team: What’s New</td>
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| WEEK 7 | August 3 – August 8 | Global Marketing  
Sustainable Marketing  
Social Responsibility  
Ethics  
Quiz  
*Aug 3, Jared Newhouse, Differentiating Your Product*
*Mon: What’s New: Teams*  
*Mon: Case Study: Virgin America*  
Project Updates: |
|---|---|---|
| | | Reading: Chapters 12, 13, and 14  
Team: FTC guidelines on social media disclosure.  
Team: Executive Summary  
Team: Final Presentation |
| WEEK 8 | August 10 - August 15 | Presenting the Complete Marketing Plan  
The future of marketing  
*Final Presentations* |
| | | Submit written marketing plan  
Submit narrated PowerPoint presentation to class by Wednesday so that we all may look at it and comment on it in the discussion area. |