

Bus 251 Marketing
Summer 08
Thursday 6-10 pm

Instructor: Gary Tunnison, Ph.D., owner GT Marketing & Fundraising
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Text: No text for the course

Course Description:

1. Introduce students to Marketing in the present day business environment. Since the teacher is active in the Lincoln business community many current marketing strategies will be discussed and demonstrated. . Students will be exposed to the stock market and understand its relationship to marketing. Students will be required to do many oral presentations, work in a group, and hand in written work. As a final marketing group project students will design a new or modify an existing product and produce a 30 second radio ad.

Course Objectives:

2. Understand marketing terms and their uses.
3. Understand the positives and negatives of various forms of marketing. e.g. radio, tv/cable, newspaper, direct mail, brochures, surveys, websites, email.
4. Understand the relationship between the customer and the buying process.
5. Understand the ethics of effective marketing.
6. Understand the role of research in the marketing process.
7. Understand the importance of target marketing, one of the most critical aspects of marketing
8. Discuss the role of the person responsible for marketing in a company setting.
9. Understand the different methods for keeping customers loyal.
10. Understand the importance of brand strategy. Why a name and logo are so important.

Course outline:

- Week 1: Discuss the economy and the stock market. Each student will pick a stock and follow it for the 8 week period.
Discuss Chapters 1&2 Marketing, Connecting with Customers, Customer Satisfaction and Loyalty
- Week 2: Discuss Chapters 3&4, Global Marketing, E-Commerce and the Strategic Planning Process

Each student will use the computer lab and report on different e-commerce companies

- Week 3: Discuss Chapters 5&6, Marketing Research, Segmentation, Targeting and Positioning
Review for test #1
- Week 4: Test #1
Start group marketing project
- Week 5: Review Test #1
Discuss Chapters 7&8, Understanding Consumer Behavior, Business to Business Marketing
Continue Group Marketing Project
- Week 6: Discuss Chapters 9&10, Product Decisions, Strategies, Planning, Development and Management
Continue Group Marketing Project
- Week 7: Discuss Chapters 11&12, Service and Non Profit Marketing, Supply Chain Management and Physical Distribution
Continue Group Marketing Project
Review for final test
- Week 8: Present 30 second radio ad
Final test
Hand in folders

Grading:

1. Attendance=20%
2. Class notes =20%
3. Chapter notes =20%
4. Class participation =20%
5. Tests = 20%