Business Marketing Bus 251 Syllabus

Spring 2015 – March-May

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Course Description:

This course is an introduction to marketing principles and concepts. This course provides a broad overview of many subjects and concepts in marketing. By the end of this course you should be able to develop a marketing plan and present a marketing strategy. This course covers the fundamentals of marketing and the basic marketing concepts such as: the 4Ps, 4E Frame, Value Propositions and Segmentations, Targeted Marketing, Research, Ethics in Marketing, Multichannel Delivery, Social and Mobile Marketing, Advertising and PR, Sales and Sales Management.

This course moves fast and covers a lot of material. The course is also very interactive, contains many real-world concepts, videos, and discussions about companies that we are all familiar with.

Weekly Schedule and Assignments:

Although this class moves fast and there are a number of subjects to cover we’ll adjust the schedule based upon class participation and input. Below is a schedule guideline for the materials that we will cover. We will periodically adjust the schedule based upon specific interests of class members and the speed at which the materials are being learned. In other words, I want everyone to gain value from the material and not just cover the material to check it off the list.

One of the highlights of the class is a short PowerPoint Presentation by class members (or teams) of a specific Marketing plan. These plans tend to be very thought provoking and entertaining.

Course Objectives:

Upon Completion of this course each student will:

1. Understand the main concepts of marketing: 4P’s, 4E Frame, “Creating Value” and so on.
2. Building a marketing plan and strategy for a product you will select.
3. Understand Segmentation and perform research on demographic areas for specific products.
4. Understand how to measure ROI, and return on marketing investments.
5. Understand the use of Social media in today’s marketing environment.
6. Product Branding, Pricing and Multi-channel delivery.

**Grading:**

<table>
<thead>
<tr>
<th>Class Participation</th>
<th>10%</th>
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<tbody>
<tr>
<td>Test 1</td>
<td>10%</td>
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<td>Test 2</td>
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<tr>
<td>Final Exam</td>
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<td>Assignment 1</td>
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<td>Assignment 2</td>
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<tr>
<td>Marketing Plan PowerPoint Presentation</td>
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<td>Marketing Plan Word Submission</td>
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**Schedule:**

*We’ll collectively adjust the schedule based upon class input as we cover the materials.*

<table>
<thead>
<tr>
<th>Material Covered:</th>
<th>Week</th>
<th>Date</th>
<th>Assignments/Tests</th>
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<tbody>
<tr>
<td>Chapter 1: Overview of Marketing</td>
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<td>Chapter 2: Developing Marketing Strategies and a Marketing Plan</td>
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<td><strong>NO CLASS</strong></td>
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<td>Chapter 3: Marketing Ethics</td>
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<td>Chapter 4: Analyzing the Marketing Environment</td>
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<td>Assignment 1</td>
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<tr>
<td>Chapter 5: Consumer Behavior</td>
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<td>Test Chapters 1-4</td>
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<td>Chapter 6: Business-to-Business Marketing</td>
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<td>Marketing Plan Topic Due</td>
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<td>Chapter 7: Global Marketing</td>
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<td>Chapter 8: Segmentation, Targeting, and Positioning</td>
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<td>Chapter 9: Marketing Research</td>
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<td>Chapter 10: Product, Branding, and Packaging Decisions</td>
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<td>Chapter 11: Developing New Products</td>
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<td>Chapter 13: Pricing Concepts for Establishing Value</td>
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<td>Chapter 14: Supply Chain and Channel Management</td>
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<td>Chapter 15: Retailing and Multichannel Marketing</td>
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<td>Chapter 16: Integrated Marketing Communications</td>
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<td>Chapter 17: Advertising, Public Relations, and Sales Promotions</td>
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<td>Chapter 18: Personal Selling and Sales Management</td>
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