

Marketing (BUS 251)

3 Credit Hours

Doane College – Grand Island Campus

3180 West US Hwy 34, Grand Island, NE 68801-7279

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Course Description:

- An introduction to the adjustment of the firm to its market environment with emphasis on competitive strategy. Also covers international aspects of marketing. *This course is required for Professional Studies in Business and Professional Studies in Accounting majors. It will satisfy one cognate requirement for Organizational Communication Majors.*

Class Meeting Times:

- Mondays – June 2, 2008 – Monday, July 14, 2008

Adjunct Professor:

- Mary Place-Schaffert, 402-631-8848 * Preferred Communication Mode – E-mail: mrschaffert@ft.newyorklife.com
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Course Objectives:

- The objectives of BUS 251 are to explore the dynamic field of business marketing through:
 - Exploration of the principles of marketing (product, price, placement and promotion).
 - Evaluation and exploration of the importance of market research (consumer behavior, demographics, psychographics, etc.) and various research methods (surveys, interviews, focus groups, etc.) used to determine market demand.
 - Understanding how to create brand awareness and utilizing various marketing channels appropriate to products and services: mass media, direct marketing, direct and indirect sales channels, referrals, etc.
 - Analysis of current marketing challenges and opportunities through text examples.
 - Development and presentation of a comprehensive, business marketing plan.
 - After successfully completing this course, students will understand the varied activities necessary in business marketing to successfully compete in a competitive and ever-changing marketplace.

Required Textbook:

- *Marketing: Real People, Real Choices, 5/E*, by Michael R. Solomon of Auburn University and Elnora Stuart of American University of Cairo. Publisher: Prentice Hall. Copyright: 2007. ISBN-10: 0132299208 | ISBN-13: 9780132299206.

Handouts:

- *Plagiarism: What It is and How to Recognize and Avoid It*, Produced by Writing Tutorial Services, Indiana University, Bloomington, IN, taken from <http://www.indiana.edu/~wts/wts/plagiarism.html>.
- *Doane College Academic Integrity Policy*, reprinted from the Doane College Student Handbook. The Academic Dishonesty Policy was approved and adopted by the Doane College Faculty in May 1987.

Class Format:

The course will be conducted on a lecture, discussion and activity basis. In-class participation is essential.

Assessment and Class Policies:

- 200 points - in-class participation, which includes discussions and in-class activities (25 points per class).
 - 350 points – development (written) and presentation (oral) of business marketing plan; outline (outline is due class five), along with one-page summary, due to professor prior to presentation.
- Note: all written assignments must be typed (double-spaced) and utilize MLA style.
- Grading Scale –

97%-100% = A+	93%-96% = A	89%-92% = B+	85%-88% = B
81%-84% = C+	78%-80% = C	74%-77% = D+	70%-73% = D
69% and Below = Failing Grade			
 - Policies:
 - All chapters and course material for discussion must be read prior to course meetings. All assignments must be completed prior to course meeting, and late or incomplete assignments will not be accepted.
 - E-mail access is required.
 - Attendance is mandatory. Absence from two or more classes will result in one reduction in letter grade.

- Cellular telephones must be off during class; pagers acceptable if needed for professional reasons.
- A non-hostile and professional atmosphere is essential.

Course Schedule:

Week 1 – Monday, June 2, 2008 (Note: this class will meet only seven weeks; additional course work will be assigned outside of class).

- Introductions, student information sheets, discuss syllabus, handouts and Q&A
- Current events related to marketing

Part 1: MAKING MARKETING VALUE DECISIONS

- Chapter 1: Welcome to the World of Marketing: Creating and Delivering Value
- Chapter 2: Strategic Market Planning: Painting the Big Picture
- Chapter 3: Thriving in the Marketing Environment: The World is Flat
Select company/organization to use in developing a group business marketing plan (final project)

Week 2 – Monday, June 9, 2008

- Current events related to marketing

Part 2: UNDERSTANDING CONSUMERS' VALUE NEEDS

- Chapter 4: Marketing Research: Gathering, Analyzing and Using Information
- Chapter 5: Consumer Behavior: How and Why People Buy
- Chapter 6: Business-to-Business Markets: How and Why Organizations Buy
- Chapter 7: Sharpening the Focus: Target Marketing Strategies and Customer Relationship Management
- Work on group business marketing plan

Week 3 – Monday, June 16, 2008

- Current events related to marketing

Part 3: CREATING THE VALUE PROPOSITION

- Chapter 8: Creating the Product
- Chapter 9: Managing the Product
- Chapter 10: Services and Other Intangibles: Marketing the Product That Isn't There
- Chapter 11: Pricing the Product
- Work on group business marketing plan

Week 4 – Monday, June 23, 2008

- Current events related to marketing

Part 4: COMMUNICATING THE VALUE PROPOSITION

- Chapter 12: Catching the Buzz: Promotional Strategy and Integrated Marketing Communication
- Chapter 13: Advertising, Sales Promotion, and Public Relations
- Chapter 14: Personal Selling, Sales Management and Direct Marketing
- Develop business marketing plan outline for the final project
- Work on group business marketing plan

Week 5 – Monday, June 30, 2008

- Business marketing plan outline is due
- Current events related to marketing

Part 5: DELIVERING THE VALUE PROPOSITION

- Chapter 15: Delivering Value Through Supply Chain Management: Channels of Distribution and Logistics
- Chapter 16: Retailing: Bricks and Clicks
- Work on group business marketing plan
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Week 6 – Monday, July 7, 2008

- Current events related to marketing
- Review course material
- Work on business marketing plan – finalize for presentation at final class

Week 7 – Monday, July 14, 2008

- Business marketing plan presentations
- Course evaluations