

| | |
|-------------------------------------|---|
| Course | MNGT 3500 Marketing |
| Term | Fall I, 2008 |
| Instructor | Name: Peter Sunley Phone: 02232 77 940 Email: psunley@gmail.com |
| Course Description | Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer buying behavior , promotion, and piecing policies, research, communications, and government regulation. |
| Prerequisites | None |
| Learning Outcomes | Upon completion of this course: <ul style="list-style-type: none">• Students will be able to define and discuss basic terminology, concepts, principles, and practices related to the following specific areas of marketing:<ul style="list-style-type: none">○ The role of marketing in the macro and micro environments○ Buyer needs and behavior○ Target Marketing○ Marketing 4 P's○ Marketing Strategy○ Marketing research and competitive intelligence• Students will be able to identify and apply appropriate terminology, concepts, principles, and analytical techniques when examining and evaluating moderately complex marketing-related situations• Students will be able to develop basic solutions to basic marketing-related problems, using the marketing concepts, principles, practices and techniques taught in this course.• Students will be able to evaluate the quality of their proposed solutions against appropriate criteria, based on the marketing concepts, principles, and practices taught in this course• Students will have developed writing and oral proficiency in communicating marketing concepts. |
| Textbook and other Materials | Textbook: Kotler & Armstrong, <i>Principles of Marketing</i> , 4 th European Edition or newer. ISBN No. 0-273 68456 6. Supplemental Readings: Different business periodicals in preparation for some of the case studies. |
| Grading | a. Case studies & assignments 40 b. Examinations 50 c. Class participation 10 |

Activities**Case Analysis Approach**

The time in class will be spent on lectures and exercises, with discussions of short cases. Most exercises will be conducted during class in the form of group case analyses of the cases. In class exercises cannot be made up if you missed the class.

Marketing Plan Approach

Class time will include lecturing and class discussions. In addition, some class time will be devoted to discussions concerning the development of students marketing plans.

University Policies**Cheating**

Any student found cheating on any part of the course work (homework assignment, term paper, quiz, exam, etc.) will automatically be given an "F" for the course. Any student found to be helping another student to cheat will likewise be given an "F" for the course. In each case, the student will also be put on disciplinary probation for the remainder of her or his stay at Webster. If the student is found to have engaged in cheating a second time, s/he will be automatically expelled from the University.

Attendance

Class attendance is obligatory. Instructors will take attendance at each class session and reduce a student's course grade by one-third of a letter grade for each full week of class missed. Any student who misses four or more full weeks of class will automatically be given an "F" for the course.

Course Policies**Weekly Schedule**

| | |
|--------|---|
| Week 1 | Understanding the marketing process KOTLER Chapters 1 & 2 |
| Week 2 | The marketing setting KOTLER Chapters 3 & 4 & 6 & 7 |
| Week 3 | B2C, B2B, Marketing Research KOTLER Chapters 8 & 9 |
| Week 4 | Midterm Exam |
| Week 5 | Core strategy Segmentation & Positioning, Competitive Advantage KOTLER Chapters 10 & 11 & 12 |
| Week 6 | Products & Price KOTLER Chapters 13 & 14 & 15 & 16 |
| Week 7 | Promotion, personal selling and Place KOTLER Chapters 17 & 18 & 19 & 20 |
| Week 8 | Final Exam |