

PRINCIPLES OF MARKETING

SPRING – 2012

INSTRUCTOR: Stan Emanuel – MBA, USC – 1983; BS, Financial Management – Clemson University – 1981. Adjunct Business Faculty USCL – Fall, 1995 through Summer, 2006. Became full-time w/USCL in Fall, 2006 after retiring from almost twenty three years in Banking. Past and current involvement in Community Organizations include being Chairman of Board & Treasurer of Lancaster County Chamber of Commerce, Chairman of Board & Treasurer of United Way of Lancaster, Chairman & Classroom Instructor of Junior Achievement Advisory Board of Lancaster County, President & Secretary of The Lancaster Rotary Club, Treasurer of CareNet, Chairman of Board & Treasurer of Lancaster County Partners for Youth Foundation, Treasurer of Communities in Schools of Lancaster County & Treasurer of Moriah Baptist Association. The Instructor has also owned and operated his own small business consulting firm since 1995, Management Advisory Services of Lancaster, Inc.

OFFICE/OFFICE HOURS: ML 219/ MON/WED 10:00 – 10:50 A.M.; TU/TH – 9:30 - 10:45 A.M. Other times before or after class and by appointment. Office Phone – 313-7444. Home Phone – 286-5029.

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TEXT: Marketing Principles & Perspectives – Bearden, Ingram & LaForge – 5th Edition

COURSE# / SECTION# / MEETING TIME / ROOM:

MKTG L350 / SEC 13 / Tues / Thurs 11:00-12:15 P.M. / Bradley 101

GRADING SCALE:

A : 90-100	C : 70-76
B+: 87-89	D+ : 67-69
B : 80-86	D : 60-66
C+: 77-79	F : Below 60

ATTENDANCE: Students are expected to attend all classes. Good attendance could improve your final grade. Attendance will not be counted against a student if they have a doctor's excuse for themselves or a dependent, death in family or other legitimate reasons. Unexcused absences can be made up by doing **one hour** of community service or spending **one consecutive hour** in The Academic Success Center (Both Documented) for each class missed. Frequent tardiness may constitute an unexcused absence.

MISSED TESTS / ASSIGNMENTS: Unless extenuating circumstances occur, the Instructor **must be notified well in advance** if a student has to miss a test or cannot complete an assignment on time. In both cases, the Instructor will make every effort to work with the student to make up the work as quickly as possible. Otherwise, a grade of zero (0) will be assigned for that work.

GRADING: Student's grades will be determined by the following:

Group Assignment – Written Marketing Paper	30.00%
Group Presentation – Oral Marketing Presentation	10.00%
5 Case Assignments ***	50.00%
Attendance (Only used to improve Grade)	10.00%

*** Students can work on these alone or in groups of up to three which can vary each time.

COURSE OBJECTIVE / CLASS FORMAT: The primary objective of this course is to provide students with a better understanding of the world of Marketing by using a Case/Real World Approach. The Instructor will draw on his own business experience to help students apply the theoretical points in the textbook as well as encourage class discussion. We will also try and schedule a Guest Speaker (s) to help the students better visualize Marketing in the workplace today. Students are expected to read the assigned chapters prior to class.

MEETING DATE:

ASSIGNMENTS / TOPICS COVERED:

January 10	Introduction
January 12	Chapter 1
January 17	Prologue (7 Perspectives) & Wal-Mart Example / Sample Case - Coke / Assign Case #1
January 19	Chapter 2 / Sample Case - Kodak
January 24	Chapter 3 / Sample Case – Red Bull
January 26	Case #1 Due / Chapter 4 / Assign Case #2 & Practice Assignment
January 31	Return & Discuss Case #1/ Practice Assign
February 2	Chapter 5 / Sample Case – Big 3 Auto Co's
February 7	Case #2 Due / Chapter 6 / Assign Case #3
February 9	Return & Discuss Case #2
February 14	Chapter 7
February 15	Case #3 Due / Chapter 8 / Assign Case #4
February 21	Return & Discuss Case #3 / Chapter 10

MEETING DATE:**ASSIGNMENTS / TOPICS COVERED:**

February 23	Chapters 11 & 16
February 28	Case #4 Due / E-Commerce / Assign Case 5
March 1	Return & Discuss Case #4
March 4-11	Spring Break (No Classes)
March 13	Discuss Group Projects/Group Assignments
March 15	Case #5 Due / Guest Speaker / Group Projects
March 20	Return & Discuss Case #5 / Group Projects
March 22	Group Projects
March 27	Group Projects
March 29	Group Projects
April 3	Group Projects
April 5	Group Projects
April 10	Group Projects
April 12	Group Projects
April 17	Group Projects
April 19	Group Projects

CONTINGENCY: The Instructor reserves the right to make adjustments to this Syllabus during the Term provided that the majority of the class is in favor of these changes and the class as a whole will benefit from them.

GROUP PROJECTS: Each of you will be in a group of up to four (4) people who will be responsible for preparing a written report and making an oral presentation. Your group will first need to pick a company to follow, investigate and report on their Marketing Schemes. All groups must have different assignments; preference will be on a first-come, first-serve basis. Details on the Marketing Projects will be forthcoming.

LEARNING OUTCOMES: Upon successful completion of this course, students should be able to take just about any company or organization and:

- Determine whether their overall Marketing Philosophy is Marketing, Sales or Production oriented.
- Identify **&** Evaluate their Marketing Communications Mix (**Promotion**).
- Identify **&** Evaluate their use of the **4** Corporate Growth Strategies.
- Identify **&** Evaluate their Marketing Activities.
- Identify **&** Evaluate their Target Market (s).
- Identify their various Market Segmentation Bases.
- Identify **&** Evaluate their application of the **7** Key Marketing Perspectives.
- Identify**&** Evaluate the influence of the **6** Marketing Environment Trends on them.
- Identify **&** Evaluate their various Distribution Channels (**Place**).
- Evaluate their Product Components, i.e. Quality, Design, Branding, Packaging & Customer Service.
- Determine whether they have a “Niche” in the market and if so, identify the Niche.
- Identify **&** Evaluate their Products / Services & Product Mix (**Product**).
- Identify**&** Evaluate their various (**Pricing**) Schemes.
- Identify the Stage (s) in the Product Life Cycle for their main products.
- Assess the effectiveness of their Marketing Research Programs.
- Assess the effectiveness of their Website in their Marketing Strategies.