

TRUCKEE MEADOWS COMMUNITY COLLEGE
SCHOOL OF BUSINESS AND ENTREPRENEURSHIP
MARKETING 210
INTRODUCTION TO MARKETING
FALL 2009

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Time: Thursday 7:00 – 9:50 pm
Office Hours: By Appointment

INTRODUCTION

Marketing impacts many areas of life. It is a major force in business and society, and influences us in many ways. Marketing involves more than just products, but also organizations, ideas, services, events, and even people. It is also a functional competitive tool as well as a corporate function that has been adopted by a wide range of businesses, service companies, nonprofit organizations, and government agencies worldwide.

This course is structured to provide a foundation in the fundamentals of marketing. It will also provide an insight into how practitioners apply marketing concepts and the impact that this has on purchasing and other behaviors. This course will compel you to think about your own consumption and responses to marketing that occur in day-to-day situation, and it will introduce you to marketing through topics such as: consumer behavior, marketing research, product planning, promotional planning, product and service pricing, and topical issues such as ethical and societal marketing.

PRE-REQUISITE

This course serves as an introduction to the marketing discipline; therefore NO pre-requisite skills and knowledge are required.

COURSE OBJECTIVES

On successful completion of this course, you will:

1. Understand the fundamental role that marketing plays in both business and society.
2. Have a good working knowledge of key marketing concepts.
3. Have a clear understanding of the relevance of what each of these concepts entail.
4. Demonstrate proficiency in applying these concepts to real world situations.

SYLLABUS

The course covers the following areas: (1) understanding marketing and the marketing process; (2) developing marketing opportunities and strategies; (3) developing the mix (product and services strategy, new product development and pricing) considerations and strategies; marketing channels; IMC (advertising, sales promotion, public relations, personal selling and direct marketing); and (4) managing marketing – creating competitive advantage and ethics in marketing.

COURSE TEXTBOOK - [Note: You need to purchase this text only!]

Armstrong G., & Kotler, P., (2009) *Marketing, an Introduction, 9th ed.*, Pearson/Prentice Hall, New Jersey.

The following publications are recommended additional reading material:

Academic Journals

- Journal of the Academy of Marketing Science
- Journal of Advertising
- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Management
- Journal of Public Relations
- Marketing Theory
- Harvard Business Review

Business Periodicals and Trade Journals:

- Business Week
- Forbes
- Wall Street Journal

Additional Reading

There will be additional required reading material presented in class and online.

Class Sessions

The purpose of the class sessions is to describe and apply marketing concepts, and explain how they have been used in industry. It is impossible to discuss all aspects related to any given topic; hence, weekly lectures act to provide an overview of the key concepts. Students are encouraged and advised to read additional material that will help further expand their knowledge. As a bare minimum, it will be assumed that students will have read the relevant materials from the text **PRIOR** to attending class.

The class session provides:

1. A forum to demonstrate your understanding of key principles and their applications,
2. The opportunity to enhance your team work and oral communication skills,
3. An opportunity to give a presentation and facilitate class discussion on selected topics,
4. An opportunity for you to raise questions with your instructor and classmates about all aspects of the course.

GRADING

To pass the course you **MUST COMPLETE ALL** of the following assessment tasks and obtain a final points total of 300 or more.

Assessment Task	Points Value
Participation: online and in class (individual)	50 (10%)
Group presentation (group)	90 (18%)
Two short academic papers (individual)	100 (1 st paper 45 pts, 2 nd paper 55 pts) (20%)
Marketing plan (group)	110 (22%)
Final exam (individual)	150 (30%)
TOTAL	500 (100%)

Points	Grade	Points	Grade
465 – 500	A	365 – 379	C
450 – 464	A-	350 – 364	C-
430 – 449	B+	330 – 349	D+
413 – 429	B	315 – 329	D
400 – 434	B-	300 – 314	D-
380 – 399	C+	0 – 299	F

PARTICIPATION (50 points - Individual)

Students are expected to attend all class sessions and participate in discussions and activities online and in class. Attendance is not enough to maximize your understanding of marketing and its application (and, of course, your grade!).

You should read the relevant chapters from the textbook and any material supplied by your instructor **prior to attending class and be prepared to ACTIVELY participate in discussions and activities**. You should bring in articles, ads, etc., to discuss in class. *The more you put into the course, the more you will get out of it.*

TWO SHORT ACADEMIC PAPERS (100 points - Individual)

Paper #1 – 45 points

Respond to the following question:

The recent popularity in online, social media technologies has also seen an increase in spam, social media “gurus” and other forms of questionable marketing practices. Review the American Marketing Association’s “Statement of Ethics” and critique its strengths and weaknesses. Also apply the Statement of Ethics to the online marketing problems and present your ideas of what can be done to counteract unethical marketing practices.

Your response should be presented as a short academic essay of two (2) pages, excluding references, and should be double spaced, using Times New Roman, 12-point type (font) with one-inch margins. The maximum length is four (4) pages. Harvard, Chicago or APA style is required. See appendix 2 for the assessment guide.

Paper #2 – 55 points

Please select **ONE** of the following topics on which to write your essay:

- * Segmentation, targeting and positioning
- * Marketing laws and ethics
- * Branding
- * Social media

You are required to write an academic essay on the topic using recent academic journal articles (respected journals) and other sources. **DO NOT RELY ON YOUR TEXT.** The essay should highlight the current thoughts and research as well as best practices and future direction of that particular topic. **Please include examples where possible.**

Your response should be presented as a short academic essay of four (4) pages, excluding references, and should be double spaced, using Times New Roman, 12 point font with one-inch margins. The maximum length is six (6) pages. Harvard, Chicago or APA style is required. See appendix 2 for the assessment guide.

GROUP MARKETING PLAN (110 points - Groups of 4-6)

This is a practical project designed to broaden your understanding of marketing through the application of key concepts and principles. This assessment involves you choosing a **CURRENT** product or service and developing a 12-month marketing plan for the year ahead (see Appendix 3 for format).

Please note your marketing plan **MUST BE** product (or service) and market specific; for example, Ford Mustang in the American market. The preliminary section of the plan should include details the current status of the product/brand. The second half of the marketing plan involves **YOUR RECOMMENDATIONS** concerning target markets, and the marketing mix (product, price, place, and promotion). The Marketing Plan Assessment Guidelines will show you how points will be awarded (Appendix 4). Please note 50% of your grade comes from the recommendations you develop.

As a large portion of the assignment requires you to make recommendations to the current product's marketing mix, it is recommended that you either choose a product that is reasonably new to the market **OR** a product that is relatively unknown **AND/OR** is performing poorly. Do not choose a well known, successful product that is very well established in the marketplace, or it will be very difficult to develop recommendations. Do not develop your own new product.

Your Marketing Plan should be no more than 20 pages in length (not including title page, references, and appendices). The Harvard, Chicago or APA Referencing guidelines are to be followed and plagiarism will be penalized. Please use 12-point Times New Roman font with one-inch page margins.

YOU are responsible for making **YOUR** group work. This is a true reflection of a workplace environment where people **MUST** work together. In situations where there is group conflict, see your instructor immediately. This process **MUST** be followed if individual marks are to be awarded for the Marketing Plan. This is **YOUR** responsibility **NOT** your Lecturers'/Tutors.' Please keep a **RECORD** of meetings, attendance at meetings, any medical certificates, and dates when documents were submitted by each group member as evidence of contribution.

GROUP PRESENTATIONS (90 points – Groups of 4-6)

Your group will be required to make a presentation of 20 – 25 minutes plus 10 minutes for Q & A about your marketing plan (above). There is only one presentation to be made by each group.

The industry or product selected by your group provides a basis for discussion, and encourages you to source information outside the textbook in order to show how the theory relates to the real world. Note that the Group Presentation Assessment Form (Appendix 1) will also help you establish which areas to focus upon. You will be assessed on these criteria, so please incorporate them into the presentation. You should

also note that your group will need to hand your instructor a brief overview of your presentation (1-2 page executive summary). Please note that although this is a group effort, your instructor reserves the right to award marks to individual students in each of these presentations.

Classmates are expected to pose intelligent and challenging questions to the group presenting. Attendance is mandatory when a group is presenting – you will lose participation points if you are not there to support your classmates.

Any group meeting times and attendance should be recorded to support peer appeals against group members (see Peer Assessment, Appendix 1.A). A mark of ZERO (0) will be awarded to any student who does not participate and does not have a medical certificate.

FINAL EXAMINATION (150 points – Individual)

The final examination will cover ANY material covered in class AND from the text book and may include any of the following: multiple choice, true/false, short answer, case study, and/or essay type questions. The format for the final exam will be discussed with students prior to exam's week.

DEADLINES - IMPORTANT

Professionals in the marketing field have to meet deadlines. You are expected to reach toward a professional level in honoring deadlines. Students with authorized absences may meet deadlines by getting assignments to the instructor or the school office (via friend or family member) or via email on or **before class time on the due date. Late papers will lose 10% per day including weekends and not be accepted more than 3 days late.**

BACKUP

It is the student's responsibility to ensure hard copies of assignments are kept until they have been marked and returned by the instructor. This will safeguard the work in the event that the original is lost, stolen, caught in a fire, carried off by coyotes, etc.

FALL 2009, SYLLABUS *

DATE	TOPIC	Action Items
Aug. 27	Introduction to Marketing – Welcome and Introductions Chapter 1	Course introduction, review syllabus, introduction to marketing FOR NEXT WEEK: 1. Read chapters 1 and 2 2. Sign up for Facebook group and participate in discussions & readings
Sept. 3	Company & Marketing Strategy Chapter 1 & 2	Discussion: Building customer relationships Group selection Activity: Searching for market data FOR NEXT WEEK: 1. Read chapter 3 2. Write first paper 3. Visit Facebook group and participate in discussions & readings
10	The Marketing Environment Chapter 3	1st Short Paper Due Guest Speaker: Ronele Klingensmith, APR: Marketing tourism Discussion: Market Analysis Activity: Identifying publics by firm type FOR NEXT WEEK: 1. Read Chapter 4 2. Visit Facebook group and participate in discussions & readings
17	Managing Marketing Information Chapter 4	Guest Speaker: Ryan Jerz, MA, Nevada Commission on Tourism, Social Media Marketing Discussion: Ingredients of a Marketing Plan FOR NEXT WEEK: 1. Read Chapter 5 2. Visit Facebook group and participate in discussions & readings

24	Consumer Behavior Chapter 5	Case Studies FOR NEXT WEEK: <ol style="list-style-type: none"> 1. Read Chapter 6 2. 2nd Essay Assignment Due Next Week 3. Visit Facebook group and participate in discussions & readings
Oct. 1	Segmenting, Targeting & Positioning Chapter 6	2nd Essay Assignment Due Discussion: Targeting & Positioning Group activity FOR NEXT WEEK: <ol style="list-style-type: none"> 1. Read Chapters 6 & 7 2. Visit Facebook group and participate in discussions & readings
8	Brand Building Chapters 6 & 7	Guest Speaker: Mike McDowell, KPS 3 Marketing Trends & Where We're Headed Activity: Transparency: Dialogue with a brand FOR NEXT WEEK: <ol style="list-style-type: none"> 1. Read Chapter 8 2. Visit Facebook group and participate in discussions & readings
15	Product, Services and Branding Strategies Chapters 7 & 8	Discussion: The Changing Marketplace Group activity: Prepare for marketing plan presentations FOR NEXT WEEK: <ol style="list-style-type: none"> 1. Read Chapter 15 2. Visit Facebook group and participate in discussions & readings

22	Global Marketplace Chapter 15	<p>Guest Speaker: Larry DeVincenzi, SmartBrand, Branding a Region with Image Problems</p> <p>Discussion: The Global Market Place and Intercultural Differences</p> <p>Group activity: Prepare for marketing plan presentations</p> <p>FOR NEXT WEEK:</p> <ol style="list-style-type: none"> 1. Prep for group presentations 2. Visit Facebook group and participate in discussions & readings
29		<p>Group Presentations 1, 2, 3 & 4</p> <p>FOR NEXT WEEK:</p> <ol style="list-style-type: none"> 1. Read Chapter 9 2. Prep for group presentations 3. Visit Facebook group and participate in discussions & readings
Nov. 5	Pricing Chapter 9	<p>Guest Speaker: Casey O'Looney, Marketing Director, Legends at Sparks Marina</p> <p>Group Presentations 5 & 6</p> <p>FOR NEXT WEEK:</p> <ol style="list-style-type: none"> 1. Read Chapters 10 & 11 2. Prep for group presentations 3. Visit Facebook group and participate in discussions & readings
12	Marketing Channels & SCM, Retailing/Wholesaling Chapter 10 & 11	<p>Group Presentations 7, 8, 9 & 10</p> <p>FOR NEXT WEEK:</p> <ol style="list-style-type: none"> 1. Read Chapters 12, 16 2. Bring to next class an example of unethical marketing – be prepared to discuss 3. Visit Facebook group and participate in discussions & readings

19	Public Relations Chapters 12 Ethics Chapter 16	Discussion: Public Relations versus Marketing MARKETING PLANS DUE FOR NEXT CLASS (12/3): 1. Read Chapter 16 2. Visit Facebook group and participate in discussions & readings
26	NO CLASS , Thanksgiving Holiday	
Dec. 3	Marketing Careers and Prospects Final Exam Expectations	Review marketing plans Discussion: career success and prospects Class review and exam tips FOR NEXT CLASS 1. Prepare for final exam
10	FINAL EXAM	FINAL EXAM

**May be modified in response to need and schedules.*

**APPENDIX 1
PRESENTATION ASSESSMENT FORM**

Topic: -----

Presenters: -----

	Poor											Excellent
THEORETICAL CONCEPTS												
1. Presenters provide comprehensive & practical answers to questions and support these with relevant theoretical concepts	3	6	9	12	15	18	21	24	27	30		
2. Integration of concepts and discussion with ideas generated from previous presentations	1			2			3			4		
3. Includes a concise introduction	1			2			3			4		
4. Presenters offer conclusion to the topic	1			2			3			4		
5. Ability to answer questions raised during and after presentation	1	2	3	4	5	6	7	8	9	10		
											Points	/55
RESEARCH & RESOURCES												
6. Degree of research undertaken (i.e. used resources other than textbook, source relevant information on the company and its products)	1	2	3	4	5	6	7	8	9	10		
7. Powerpoint slides and other visual aids are clear and neat (i.e. large font, WP, use of bullet points, etc.)	1			2			3			4		
8. Written report submitted and of good quality	1			2			3			4		
											Points	/20
COMMUNICATION												
9. Ability to facilitate class discussion	1	2	3	4	5	6	7	8	9	10		
10. Confidence, interest and enthusiasm of presenters	1			2			3			4		
11. Verbal communications (e.g. Presentation is well rehearsed & not read from notes, presenters speak clearly)	1			2			3			4		
12. Non-verbal communications (e.g. presenters maintain eye contact with audience, have positive body language, etc.)	1			2			3			4		
											Points	/25
TOTAL PRESENTATION Grade:	/100											

Additional Comments:

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**APPENDIX 1.A
ASSESSMENT FORM
Peer Group Assessment form**

Your name _____ Your Group Case: _____

Please write in the names and student numbers of your fellow group members in the spaces provided below:

NAME

Group Member 1

Group Member 2

Group Member 3

Group Member 4

Group Member 5

Assess the performance of each based on the listed criteria. For each criteria, score the performance of each of your group members on a scale of 1 (very poor) to 10 (excellent).

CRITERIA	Member #1 (1-10)	Member #2 (1-10)	Member #3 (1-10)	Member #4 (1-10)	Member #5 (1-10)
Overall contribution as a group member					
Attendance at all group meetings					
Work completed to a high standard					
Work completed on time					
Took leadership of the group					
Organized and planned the group's activities					
Negotiation and inter-group conflict skills					
Strategic thinking skills					

**APPENDIX 2
SHORT PAPER #1
ASSESSMENT FORM**

QUALITY OF WRITTEN EXPRESSION	1	2	3	4	5
STRUCTURE OF PAPER	1	2	3	4	5
RESPONSE TO QUESTION	1	2	3	4	5
ORIGINAL THOUGHT	1	2	3	4	5
QUALITY OF RESEARCH SOURCES	1	2	3	4	5
USE OF RESEARCH	1	2	3	4	5
REFERENCING	1	2	3	4	5
OVERALL IMPRESSION	1	2	3	4	5

Grade: _____ % _____ /40

Signed: _____

Comments: _____

**APPENDIX 3
SHORT PAPER #2
ASSESSMENT FORM**

QUALITY OF WRITTEN EXPRESSION	1	2	3	4	5
STRUCTURE OF ESSAY	1	2	3	4	5
SOUNDNESS OF ESSAY	1	2	3	4	5
DEPTH AND BREADTH OF RESEARCH	1	2	3	4	5
QUALITY OF RESEARCH SOURCES	1	2	3	4	5
USE OF RESEARCH	1	2	3	4	5
REFERENCING	1	2	3	4	5
OVERALL IMPRESSION	1	2	3	4	5

Grade: _____ % _____ /40

Signed: _____

Comments: _____

APPENDIX 4

THE MARKETING PLAN – Format and important inclusions

1. *Executive Summary*

The executive summary is a synopsis of the overall marketing plan. On a single side of a sheet of paper, outline the major issues and recommendations covered in your plan. Generally, one or perhaps two elements are vital to the success of a proposal. Make sure these points come through loud and clear in the summary. The executive summary should be written last.

2. *Situation Analysis*

Research all the facts and information listed below. Then cut away the unimportant information and get down to the real basics of the plan. In terms of content the following points should be covered or at least considered:

- a) Relevant history of the product/brand: Organizational mission, what business are they in, what are some key objectives?
- b) SWOT analysis / Marketing Environment: Identify and describe major changes occurring in the organization's micro- and macro-environments and how these are affecting its performance, operations, customers, etc. What opportunities or threats are exposed? Discuss only those environments that are relevant to your product/brand.
- c) Product Evaluation:
 - Describe the product/brand in terms of core, actual and augmented product.
 - Is it an industrial or consumer good? Is it a convenience good, shopping good, specialty, unsought?
 - Where is the product in its lifecycle?
 - Comment on branding, the perception of the brand, the extent to which line extensions have been used etc Comment on brand equity/how well known the brand is.
 - Comment of packaging/labeling
 - How does the product compare to competition in terms of features, ingredients, uses, consumer acceptance, etc.? What has been added or improved in the last few years, deleted or dropped, new uses, new markets, etc.?
 - Is distribution widespread? How available is the product? Is distribution adequate?
 - What about service, if provided with the product?
 - What problems do consumers have with the product, if any? Are they correctable?
 - How has the product performed in the past? What is its current sales volume, market share, profitability, etc.? (Use estimates if actual figures are unavailable).
 - What are the product's overall strengths and weaknesses?
 - Is there anything about the product that is unique or different from competitors?

d) Consumer Evaluation:

- *Customer profile:* Describe customers in terms of demographic, geographic, psychographic and behavioral characteristics. Combine your results to develop several potential consumer segment profiles e.g. males, aged 21-30, who have experience with high product consumption.
- *Analysis of present customer's behavior in terms of:*
 - Type of purchase decision
 - Information on consumption such as social influences, where used, how used, frequency of use, average amount used, etc.
 - Attitudes about products such as product quality, price, packaging, styling, brand's reputation, etc.
 - What problems does the product solve for the consumer? Is the consumer aware of these benefits?
 - How loyal are present customers? Does brand-switching occur? If so, among this brand or others?
 - Who are the best prospects for the brand? Where are they located? Can they be influenced?
- In short, include any and all relevant information about the present customers, and prospects that you have identified for the product or brand.

e) Competitor Analysis:

- Direct and indirect competition
- What are the strengths and weaknesses of the direct competitors - think in terms of product, price, promotion and distribution?
- Who are likely to be the major competitors in the future - what replacement products may threaten the future of the product?

3. ***Marketing Objectives***

State the marketing objectives that the company would like to attain during the plan's term. Marketing objectives should be specific, measurable, with a time frame for completing the objective and consistent with the firm's goals and mission. These are outcomes required from the marketing plan.

4. ***Marketing Strategy***

Outlines the broad marketing logic by which the business unit hopes to achieve its marketing objectives. It includes the following elements:

- a) Select Target Market(s): Describe general characteristics and needs of the target market(s). Why does this target market(s) have the greatest potential? Here is where you outline in general terms the demographic and psychographics of the target market, identify whether they are present users, users of competitive products or non-

users in the product category. You will also want to support your recommendations for selecting this particular segment of the population here.

- b) Develop Marketing Mix to meet needs of each target market selected: Outline specific strategies/recommendations for each marketing mix element. Keep in mind that your recommendations should relate to the marketing objectives and be designed to achieve those objectives. **** Don't forget that this section is worth 50% of all the project points!!**
- **Product strategies** – what are your recommendation concerning packaging, branding, labeling, extensions, product line length, width, depth and provision of augmented aspects?
 - **Pricing strategies** – what will influence your pricing changes in the future, what price adjustments may be beneficial, what type of product mix pricing strategies could boost profits?
 - **Distribution strategies** – how intense is it currently, where do you want to be? Is it direct, or indirect, or dual – and how can this be adapted to penetrate markets in the future?
 - **Promotion strategies** – where should promotional expenditure be concentrated? PR, Advertising, Sales Promotion, Personal Selling, Direct communications? Why?
 - Also, detail how strategies will be turned into specific action programs: what will be done (activity), when will it be done (target completion date) and who is responsible (responsibility)?

5. *Evaluation, Monitoring and Control*

How will all marketing activities be monitored to ensure success? Usually specific directions are given as to who will be responsible for evaluation and how it will be carried out.

**APPENDIX 5
MARKETING PLAN ASESMENT GUIDELINES**

Group Members:

		Points Awarded	Total
<i>Executive Summary</i>	2.5%		<i>/2.5</i>
Situation Analysis			<i>/35</i>
History	2%		
Marketing Environment	8%		
Product Evaluation	10%		
Consumer Evaluation	10%		
Competitor Analysis	5%		
Marketing Objectives	5%		<i>/5</i>
Marketing Strategies			<i>/50</i>
<i>Target Market(s)</i>	10%		
<i>Product Strategies</i>	10%		
<i>Pricing Strategies</i>	10%		
<i>Distribution Strategies</i>	10%		
<i>Promotion Strategies</i>	10%		
			<i>/50</i>
Evaluation, Monitoring and Control	2.5%		<i>/2.5</i>
Format, Written Expression & Referencing			<i>/5</i>
- Degree of research undertaken	5%		
- Accuracy of referencing***			
- Presentation and layout			
- Written expression, etc.			
TOTAL POINTS			<i>/100</i>

*** Please note that plagiarism will result in a grade of zero being awarded for this project.

Additional Comments:

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APPENDIX 6 IMPORTANT STUDENT INFORMATION

Academic Dishonesty

The College has strict policies on Academic Dishonesty (including plagiarism) a breach of which will result in a failing grade in this course and possible disciplinary action. Your instructor will not tolerate academic malpractice.

TMCC policy states:

The following conduct, being incompatible with the purposes of an academic community, is prohibited for all members of the community of the System, including but not limited to the faculty and students, shall constitute cause for discipline and may lead to the procedures and disciplinary sanctions established in Title 2, Section 6.3 of the NSHE Code.

17. Acts of academic dishonesty, including but not limited to cheating, plagiarism, falsifying research data or results, or assisting others to do the same.

The following definitions of conduct are important and should be read carefully by students. If you are not clear on their meaning, you should discuss the terms with your instructor:

Collusion occurs when two or more individuals combine their efforts in order to deceive the instructor as to who is responsible for a particular piece of work. Collusion is never permitted.

Cooperation may be permitted by an instructor in certain circumstances, where a joint study effort, class presentation or group project forms an appropriate part of an overall assignment. Cooperation must be cleared with an instructor in advance.

Plagiarism occurs when students use ideas, word sentences, diagrams and other forms of work established prior to the particular student's submission, without acknowledging the source of the work used. This includes work done by other students. To avoid plagiarism, students should be meticulous in referencing all "sources of inspiration" (the accepted referencing system for this course is the Harvard Referencing System, and students should thoroughly familiarize themselves with the required format).

ADA Statement

Qualified, self-identified students with documented disabilities have the right to free accommodations to ensure equal access to educational opportunities at Truckee Meadows Community College. For assistance, contact TMCC's Disability Resource Center at 775-673-7277, TTY 775-673-7888 or come by the Red Mountain Building, room 315.

END OF CLASS INFORMATION