

PRINCIPLES OF MARKETING

Syllabus for SLAM-3030-01: Fall 2017

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Campus: Uptown Location: Newcomb Hall Rm 115 Day & Time: Tuesday 6:00-9:00pm CRN: 82344 Credit Allotment: 3 credit hours	Email: glenaz@tulane.edu Phone: 504.322.4660 (cell) Office Hours: by appointment or Tue 4:00-5:30 (Gibson 125) Wed 4:00-5:30 (Elmwood)
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Course Description and Learning Objectives

This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing. Majority of class time will be spent in lecture discussing the various solutions to marketing cases by the application of marketing principles.

Upon satisfactory completion of this course, students will be able to demonstrate comprehension and application of the following skills:

1. Define the term marketing and explain its role and importance in an individual firm and the overall economy.
2. Understand the importance of strategic marketing and know the basic outline for a marketing plan:
 - o Analyze the external environment to identify opportunities or challenges to a business.
 - o Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.
 - o Create and use a mission statement, SWOT analysis and SMART goals.
3. Describe the elements of the marketing mix (4Ps of marketing):
 - o Product: Explain the use of product mix and life cycle in a marketing strategy
 - o Place / Marketing Channels: Identify different marketing channels and develop distribution strategies.
 - o Promotion / Advertising: Describe the role of advertising and public relations in marketing a product or service.
 - o Pricing: List and explain a variety of pricing objectives.
4. Create and present the components of a working marketing plan

Required Text

MKTG 10: Student Edition, ISBN: 978-1-305-63182-3, Lamb

Supplemental Text (Optional)

MKTG 10 Online (included if you purchase new MKTG 10 book, but not required)

- Student Registration URL: <https://studentdashboard.cengagebrain.com/#!/course-confirmation/4LPPQ15PMFLB/initial-course-confirmation>
- Course Key: 4LPP-Q15P-MFLB
- Instructions for Students: [How to Access your 4LTR Course](#)

Assignments and Grading***1) Engagement: Attendance, In Class Participation and Marketing “In Real Life” (15%)******Attendance – Two “Mulligans” (5%)***

Class attendance is mandatory and is calculated into your final grade. I will take attendance at the end of the class, so if you leave early unannounced, you will be considered absent for that class. I do understand y'all have other lives, jobs, family, etc., so if you need to miss a class or leave early, please let me know ahead of time as a courtesy. **Excused absences still count as absences.** I will allow missing up to 2 classes without any penalty. Every class missed after two will be a half-grade deduction.

In-Class Participation - various during the semester

Throughout the course, there will be In-Class Exercises and Assignments based on the lecture topics and your Final Marketing Plan Assignments. Participation in these exercises during class is required and is considered as part of your Attendance grade. That is, if you are watching videos on your tablet or texting with friends, you will receive a “zero” for attendance even though you were physically present.

Marketing “In Real Life” (MIRL) - 2 MIRL per semester (10%)

Each week, you will have the opportunity to present an article, video, advertisement or experience you had relating to the marketing concepts we are discussing. You can share an article from the internet, newspaper, periodical, or magazine; a video or advertisement; a social media campaign; or, a personal experience you had.

You must submit the MIRL as an assignment via Canvas and present it to the class to receive credit. Your MIRL presentation should be a 1-2 minute overview, explain how it relates to the topics and concepts we are discussing, and answer any questions or comments from the class or instructor.

You are required to present 2 MIRL during the semester. Only one (1) MIRL per student per class and there is a maximum of 5 students presenting each class, so don't wait until the final weeks to share your knowledge!

2) Final Marketing Plan Group Project (Final Presentation - 25%; Assignments – 10%)

In lieu of a final examination, you will be required to work on a semester long project. Your group will develop and present a Marketing Plan for a company, product or service, or new strategic focus. **Groups must attain instructor approval of project topic.**

The project consists of **Project Assignments** and a **Final Oral Presentation** to the class. The Project Assignments are to be submitted via Canvas for review, and your group should be ready to present and share in class. The Project Assignments are the building blocks of the final presentation and due dates are meant to keep your group on schedule. **Late Assignments will be docked 3 pts for every week they are not submitted.**

3) Quizzes - Individual (11 quizzes. Drop Lowest Score) - 50% (5% each)

There will be on-line, individual quizzes throughout the semester to test your understanding of the concepts presented, and to keep you up to date with the course material. Since the quizzes are on-line, you will have access to notes, videos and readings on Canvas and are required to take the quiz before the next class. There is a total of 11 quizzes, but I will only count the top 10 grades when calculating your final grade. The schedule of Quizzes can be found in the Course Schedule.

Evaluation and Grading

Your semester grade will consist of the following. There are no extra-credit assignments:

- Engagement (Individual): 15%
 - Attendance, In-class Assignments & Participation (5%)
 - Marketing “In Real Life” (10%)
- Final Project (Group): 35%
 - Final Project Assignments: 10%
 - Final Project Oral Presentation: 25%
- At Home Quizzes (Individual): 50%
 - 10 quizzes: 5% each
- **TOTAL POSSIBLE SCORE = 100%**

Semester grades will be based on the following scale:

93-100	A		80-82	B-		67-69	D+
90-92	A-		77-79	C+		63-66	D
87-89	B+		73-76	C		60-62	D-
83-86	B		70-72	C-		Below 60	F

Academic Calendar and Key Dates:

The Tulane Academic Calendar with college deadlines and dates is listed here:
<http://registrar.tulane.edu/academic-calendar>

Instructional Methods and Procedures

Canvas and “Flipped Classroom” – It is important to follow the modules in Canvas to read the necessary chapters and other supplemental work. ***Please read the selected chapters prior to coming to class (for the chapters with asterisks *, only certain sections will be covered).*** I will place a highlighted overview of the concepts we will review in class and from the text on Canvas. The lectures are **interactive** and designed to discuss and explain the principles and applications of the chapter. The quizzes and assignments are designed to demonstrate your comprehension and to apply those principles to the final project.

Class Policies and Culture

Participation - Students are expected to take part in class discussions and present assignments to the class. I do my best to make the classroom fun and engaging. I will respect your time by being prepared to lecture on the selected topics, updating relevant information on Canvas in a timely fashion, and providing feedback on your progress in the course. Please respect my time by showing up to class on time with the chapters read, assignments completed, and with an attitude to contribute and participate.

A 3-credit course requires at least 5 hrs preparation outside the classroom.

Timeliness – Class officially starts at 6:00pm and ends at 9:00pm. If you are going to be late or miss class, please text or call me as common courtesy. For in-class exercises and presentations, please be present and on-time.

Respect – Show respect to me and your fellow classmates when providing comments to our discussion during class. While I may challenge you to defend your opinion or comment, please understand I do so to encourage precision in thinking and argument quality, and not because I do not like you or disagree with your opinion. As a professor of mine used to say, “***the poorest quality opinion is the one left unvoiced***”, so please do not hesitate to voice your opinion and questions.

Laptops/Smartphone – Don’t use ‘em! If you’d like to take notes on the course topics, I can reluctantly make an exception, but I can tell when you are watching videos, checking email, listening to music, or surfing the web. It is disrespectful to me and to your fellow classmates. ***If I feel your electronic device is disrupting the class or my lecture, I’ll ask you to put the device away or excuse yourself from the class.***

Make-up work - Make-up work for quizzes and other graded assignments can be arranged by consulting with me **advance of the due date**. You must notify me in advance by calling or contacting me via email. If make-up work is necessary, it must be completed before the next class. Under extreme circumstances, exceptions to this policy may be arranged by consulting with me.

Writing Format

All assignments and projects must be typewritten and should be in APA or MLA format. Links regarding these reference styles will be posted on Canvas.

TULANE UNIVERSITY AND POLICIES

Tulane University Mission Statement

Tulane's purpose is to create, communicate and conserve knowledge in order to enrich the capacity of individuals, organizations and communities to think, to learn and to act and lead with integrity and wisdom.

Disability Statement

Any student with a disability in need of course or examination accommodations should request accommodations through the University's Office of Disability Services (ODS) located in the Mechanical Engineering Building. Please do this as soon as possible. Please give me a copy of your approved accommodation form from ODS so that I can arrange for the accommodations. I am committed to working with the ODS to ensure that all approved accommodations are provided. If you do not deliver the approved accommodation form to me, I will not know you have been approved to receive accommodations and will have no basis for providing those accommodations.

Honor Code Violation

I take the honor code very seriously as there is no excuse for cheating or copying someone else's work. Any student behavior that indicates a lack of academic honesty and integrity is considered a violation of the Tulane University Honor Code. A complete description of the Honor Code, violation definitions with emphasis on plagiarism, and disciplinary procedures and actions can be found at the following site:

<http://tulane.edu/college/code.cfm>.

Help With Writing Assignments

Tulane Writing Center serves all undergraduate students in all disciplines where writing is assigned. The Writing Center is a free tutoring service that provides students with assistance on papers in the English language for most Tulane undergraduate courses.

Location: First floor of the Mechanical Engineering Building, #14, Uptown

Phone Number: 504-865-5103

Web Page: <http://www2.tulane.edu/advising/tasc/peerlearningsupport/writing.cfm>

Title IX & Institutional Equity

Tulane University recognizes the inherent dignity of all individuals and promotes respect for all people. As such, Tulane is committed to providing an environment free of all forms of discrimination including sexual and gender-based discrimination, harassment, and violence like sexual assault, intimate partner violence, and stalking. If you (or someone you know) has experienced or is experiencing these types of behaviors, know that you are not alone. Resources and support are available: you can learn more at titleix.tulane.edu. Any and all of your communications on these matters will be treated as either “Confidential” or “Private” as explained in the chart below. Please know that if you choose to confide in me I am mandated by the university to report to the Title IX Coordinator, as Tulane and I want to be sure you are connected with all the support the university can offer. You do not need to respond to outreach from the university if you do not want.”

Confidential	Private
<i>Except in extreme circumstances, involving imminent danger to one’s self or others, nothing will be shared without your explicit permission.</i>	<i>Conversations are kept as confidential as possible, but information is shared with key staff members so the University can offer resources and accommodations and take action if necessary for safety reasons.</i>
Counseling & Psychological Services (CAPS) (504) 314-2277 or The Line (24/7) (504) 264-6074	Case Management & Victim Support Services (504) 314-2160 or srss@tulane.edu
Student Health Center (504) 865-5255	Tulane University Police (TUPD) Uptown - (504) 865-5911 Downtown - (504) 988-5531
Sexual Aggression Peer Hotline and Education (SAPHE) (504) 654-9543	Title IX Coordinator (504) 314-2160 msmith76@tulane.edu

Syllabus Changes

Once the course begins, the syllabus may not be changed in a substantial manner. The basis for grade determination and the date of final the examination cannot be changed. However, the faculty member may adjust the order in which course material is presented, as the need arises. For this reason, it is important for you [the student] to **check your Tulane.edu e-mail account and Canvas on a regular basis so you are informed of any changes to the course syllabus.**

Fall 2017 Course Schedule

Week	Date	Topic	Reading Due	Assignment Due	Quiz Due
1	29 Aug	CLASS CANCELLED (HARVEY)			
2	05 Sep	Overview of Marketing Strategic Planning	Syllabus Chapter 1 Chapter 2		
3	12 Sep	Strategic Planning	Chapter 2		
4	19 Sep	The Marketing Environment (PEST /SWOT)	Chapter 4	Project Pitches and Form Teams	Quiz 1: Ch 1 & 2
	26 Sep	MOVIE		01-Project & Company Overview	
5	03 Oct	Ethics Global Marketing	Chapter 3* Chapter 5* Handout	02-Mission Statement & SMART Goals	Quiz 2: Ch 2 & 4
6	10 Oct	Consumer Decision Making	Chapter 6		Quiz 3: Ch 3 & 5
7	17 Oct	Segmenting & Targeting Markets Business Marketing Market Research	Chapter 8 Chapter 7* Chapter 9*	03-PEST Analysis	Quiz 4: Ch 6
8	24 Oct	Competitive Intelligence Product Concepts	Chapter 10	04-SWOT Analysis	Quiz 5: Ch 7,8,9
9	31 Oct	Developing & Managing Products	Chapter 11	05-Competitive Analysis	Quiz 6: Ch 10
10	07 Nov	Marketing Channels Retail	Chapter 13 Chapter 14	06-Target Market & Segmentation	Quiz 7: Ch 11
11	14 Nov	Marketing Communications	Chapter 15	07-Product	Quiz 8: Ch 13 & 14
12	21 Nov	Advertising, Public Relation & Sales Promotion Personal Selling & Sales Management Social Media and Marketing	Chapter 16 Chapter 17 Chapter 18*	08-Place (Distribution)	Quiz 9: Ch 15
13	28 Nov	Pricing Concepts	Chapters 19	09-Promotions Mix	Quiz 10: Ch 16,17,18
14	05 Dec	Presentation Prep / Guest Speaker		10-Price	Quiz 11: Ch 19
15	12 Dec	FINAL PROJECT PRESENTATIONS	All Presentations Due Dec 12th		

DON'T FORGET! YOU MUST PRESENT TWO (2) MARKETING IN REAL LIFE (MIRL) BY THE LAST CLASS. YOU MAY ONLY PRESENT ONE MIRL AT A TIME AND ONLY FIVE MIRL CAN BE PRESENTED PER CLASS, SO DON'T WAIT TILL THE END!