**Principles of Marketing**  
**MK 301 A**  
**Fall 2012**

Professor: Joyce X. Zhou, Ph.D.  
Office: Cremer Hall 503  
Phone: (620)341-6594 (office) 341-5345 (dept.& messages)  
Email: xzhou@emporia.edu (preferred mode of contact)  
Office hours: MWF 8:30-11am & F 11:50-12:20 pm

**Course Description**

Introduction to the concept of marketing and its application including customer focus; the importance and formulation of the marketing mix in marketing decision making; strategy and use of market segmentation, targeting, and positioning; the marketer’s focus/responsibility for revenue and profitability; and integrated marketing communications; plus, an overview of career opportunities in marketing. Prerequisite: one 3 hour Principles of Economics course and junior standing.

**Course Objectives**

1. To provide you with a foundation in the principles, basic concepts and methods of marketing and marketing mix decision-making.
2. To familiarize you with a large number of marketing companies worldwide through examples and case studies.
3. To explain the nature of change in global markets and its subsequent effects on marketing planning, practice and competition.
4. To familiarize you with broader social and ethical concerns arising from marketing activities, such as the need for environmental protection and sustainable development practices, corporate social responsibility, and aspects of human rights such as privacy, dignity, safety, freedom of speech, and freedom of choice.

**Required Textbook**


**Course Format**

The course will be conducted in a combination of lectures, discussions, and individual/group work. To facilitate the learning process, it is important that you are prepared for every class. Please keep pace with the reading.
Course Participation

Course participation can be earned through verbal contributions and supplemental material contributions. Verbal contributions refer to talking during class. Supplemental material contributions refer to bringing to class material that relate to and expand on the information covered. Tardiness, disruptive behavior, and absenteeism will influence your grade. The assignment of the grade is at the FULL DISCRETION of the instructor. Participate as much as you can to get the best possible grade.

<table>
<thead>
<tr>
<th>Points earned</th>
<th>Participation Grading Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Absent for the majority of the classes.</td>
</tr>
<tr>
<td>20</td>
<td>Present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion.</td>
</tr>
<tr>
<td>30</td>
<td>Demonstrates adequate preparation: knows basic case or reading facts, but does not show evidence of trying to interpret or analyze them. Offers straightforward information (e.g., straight from the case or reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.</td>
</tr>
<tr>
<td>40</td>
<td>Demonstrates good preparation: knows reading facts well, has thought through implications of them. Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.</td>
</tr>
<tr>
<td>50</td>
<td>Demonstrates excellent preparation (e.g., readings, course material, discussions, experiences, etc.). Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to the cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates ongoing very active involvement.</td>
</tr>
</tbody>
</table>

Exams

There will be two required exams during the course of this semester. Exam questions will be based on the text, lectures, articles, class exercises, handouts, videos and others. The instructor will retain graded exams but you may request to review your exam results. If you use an unapproved electronic device during an exam, you will fail that exam. Additionally, if the device is used to cheat on the exam, you will fail the course. No makeup exam will be given unless you have appropriate documents to justify your absence on the day of exam.
New Product Prototype, Marketing Plan and Presentation

You will be given an empty unmarked product container. Develop a marketing plan for a new product that will be packaged in this container. Alternatively you can find and use, or make, your own container.

Design two labels (front and back) for the container with all information required by law and necessary to meet the needs of your marketing plan.

Write a ONE-PAGE executive summary and 15-20 page paper of your proposed marketing plan, to be handed in along with your prototype product.

Prepare to present your product and marketing plan to the class in a 40-minute PowerPoint presentation. The goal is to introduce your product concept and “sell it” to an independent investment group. See page 58-71 in the text for guidance.

Your grade will depend on how well you: (1) prepare the research; (2) develop the proposals; (3) write the project; and (4) present the project.

Self-Introduction/Marketing “Me”

Create one advertisement that advertises you and/or prepare a PowerPoint Presentation about yourself. Ask yourself what you want your target market (e.g. classmates, instructor, a prospective employer) to know about you. Since the purpose of this study is for group formation, feel free to show off your professional skills (e.g., leadership, negotiation skills etc). Be creative! Submit an electronic copy in the assignment area on Blackboard and bring a hard copy to the instructor at the end of the presentation.

Marketing News

Please get ready to present it in front of the class about 5 minutes. Failure to present on the scheduled date will result in zero credit. Please submit an electronic copy in the assignment area on Blackboard and turn in a hard copy of your documents (e.g., PowerPoint slides) on the day you are presenting.

At the beginning of each class, two or three students will help start the class discussion by discussing a piece of news related to marketing. Find a current article of substance in the business press (the Wall Street Journal, the Financial Times, Fortune, BusinessWeek, Inc., etc) or other medium that discusses topics we have covered in this course. The purpose is to help the class keep abreast of what is going on in the world and gain new knowledge about marketing. To avoid the unlikely (although possible) situation where the two students discuss the same story, the two students are encouraged to communicate during their preparation process for this assignment. Please summarize your findings, identify several key terms you have learned from the class in your discussion of the news story, and list (cite) the specific sources used to prepare your write up. PowerPoint is preferred.
All assignments/project must turn in before/at specified deadlines. Your will lose 20% of the credit for the late assignment for every 24 hour period. (After the deadline, you get 20% off. 24 hours after the deadline will be another 20% off).

Homework Assignments

All assignments must turn in before/at specified deadlines. Please submit your assignments in the assignment area on Blackboard and bring a hard copy to class. All assignments (5 page max) should use/be:

A. 1-inch margin on all sides
B. Arial or Times New Roman size 12 font
C. Double Spaced.

HW#1 Chapter 1 page 19
Marketing Plan Exercise

HW#2 Chapter 4 page 135 2.1 & 2.2

Every country has a set of core values and beliefs. These values may vary somewhat from region to region of the nation. Identify five core values for your area of the country. Choose (clip or copy & paste) five magazine advertisements that reflect these values and bring them to class.

Give an example of component lifestyles based on someone you know.

HW#3 Chapter 5 page 181 5.2

Describe at least three situations where an American company might want to keep the product the same but alter the promotion. Also, give three examples where the product must be altered.

HW#4. Chapter 6 page 224 3.1

Recall an occasion when you experienced cognitive dissonance about a purchase. In a letter to a friend, describe the event, and explain what you did about it.

HW#5. Chapter 8 page 283 4.1

Choose (clip or copy & paste) magazine ads for five different consumer products. For each ad, write a description of what you think the demographic characteristics of the targeted market are.

HW#6. Chapter 12 page 425 5.1

Decide which distribution intensity level – intensive, selective, or exclusive – is used for the following products, and why? Piaget watches, Land Rover sport utility vehicles, M & M’s,
special edition Barbie dolls, Crest toothpaste. Building on the previous question, list the market, product, and producer factors that will affect your final channel structure.

HW#7  Chapter 13  page 464  7.1

Make a list of stores that actively incorporate some kind of interactivity or entertainment into their retailing strategy. Now, make a list of stores that do not, such as office supply stores. Compare your two lists. Select a company from your second list and draft a strategy to help it become more interactive.

HW#8  Chapter 14  page 517  10.2

Design a full-page magazine advertisement for a new brand of soft drink. On a separate sheet, specify the benefits stressed or appeals made in the advertisement.

All assignments will be graded based upon the following guidelines:

<table>
<thead>
<tr>
<th>“Excellent” (20 points)</th>
<th>“Good” (12-19 points)</th>
<th>“Poor” (less than 12 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All “features” below apply</td>
<td>Any 1 “feature” below applies</td>
<td>More than 1 “feature” below applies</td>
</tr>
<tr>
<td>All instructions followed</td>
<td>Instructions not followed</td>
<td>Instructions not followed</td>
</tr>
<tr>
<td>Thoughtful discussion</td>
<td>Superficial discussion</td>
<td>Superficial discussion</td>
</tr>
<tr>
<td>Logical arguments / statements</td>
<td>Illogical arguments / statements</td>
<td>Illogical arguments / statements</td>
</tr>
<tr>
<td>Class topics referenced in detail</td>
<td>Class topics not referenced or superficially referenced</td>
<td>Class topics not referenced or superficially referenced</td>
</tr>
<tr>
<td>Written using correct grammar, punctuation, and sentence / paragraph structure</td>
<td>Not written using correct grammar, punctuation, and sentence / paragraph structure</td>
<td>Not written using correct grammar, punctuation, and sentence / paragraph structure</td>
</tr>
<tr>
<td>Professionally completed (typed, neat appearance, pages stapled, and uses standard margins, fonts, and spacing)</td>
<td>Not professionally completed (sloppy or no typing, pages not stapled, non-standard margins, fonts, and spacing)</td>
<td>Not professionally completed (sloppy or no typing, pages not stapled, non-standard margins, fonts, and spacing)</td>
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</tbody>
</table>

“Picture” Assignment (Individual)

This assignment focuses on getting you to “stretch” yourself creatively on the subject of “marketing”. The assignment is worth up to 50 points. Grades will be based on the completeness and comprehensiveness of your work. All answers should be typed.

1. Take 3-4 digital photographs that answer the question, “What is Marketing?” These must be photographs of your own taking and not stock photos from other sources, and they must not be proprietary (i.e. the rights to view, publish, etc. the images or its content should be yours, and of course nothing that represents an invasion of privacy, etc.)

   a. You are encouraged to attend/participate in the following events
   i. 8/30—Quarter Mania---6—8:30pm at the Granada Theatre
   ii. 9/8--- The Great American Market---7—4pm on Commercial Street
iii. Others

2. Prepare no more than 10-page, double-spaced summary that explains your images, why you composed them, and how they answer the question. Incorporate the concepts from the textbook in your discussions.

**Reflection Paper**

Each person will write an essay reflecting on the experience with developing the marketing plan. You can discuss the effectiveness of using this project as a learning tool regarding marketing and other related lessons you learned in this experience and/or this class. Regarding the former, what are the most important things you learned about marketing? Regarding the latter, examples include--but are not limited to--teamwork and interpersonal skills, time management skills, market research skills, communication skills, etc.

**Grading**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>400 points (2 x 200 points)</td>
</tr>
<tr>
<td>Homework Assignments</td>
<td>160 points (8 x 20 points)</td>
</tr>
<tr>
<td>“Picture” Assignment</td>
<td>50 points</td>
</tr>
<tr>
<td>Marketing Me/Self-Introduction</td>
<td>15 points</td>
</tr>
<tr>
<td>Marketing News</td>
<td>15 points</td>
</tr>
<tr>
<td>Class Project (Written)</td>
<td>200 points</td>
</tr>
<tr>
<td>Class Project (Presentation)</td>
<td>100 points</td>
</tr>
<tr>
<td>Participation</td>
<td>50 points</td>
</tr>
<tr>
<td>Reflection Paper</td>
<td>10 points</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1000 points</strong></td>
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</tbody>
</table>

Grades for this course will be assigned on the following scale: >950=A, 900-949.999=A-, 870-899.999=B+, 840-869.999=B, 800-839.999=B-, 750-799.999=C+, 700-749.999=C, 600-699.999=D, <600=F.

**ACADEMIC DISHONESTY**

I will comply with all University policies regarding academic dishonesty.

**STUDENTS REQUIRING AID**

Emporia State University will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of Disability Services and the professor as early in the semester as possible to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the professor will be strictly confidential. This is in accordance with Faculty Senate policy 7C-07 passed in April, 2002.
AN IMPORTANT NOTE

The instructor reserves the right, under unusual circumstances, to make modifications to the syllabus and communicate such modifications to the class. If you have any concern about any part of the syllabus, you need to see the instructor in the first week of class to talk about it. Otherwise, it is assumed that you are in total agreement with all policies and instructions in the syllabus.
<table>
<thead>
<tr>
<th>MK 301 Tentative Schedule</th>
<th>Topics</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| **Wednesday 8/15** | Course Introduction | Read the chapters  
Go over the marketing plan (page 58-71)  
Work on “Self-Introduction” & Resume (See page 22 career appendix)  
Work on HW 1, 2 & 3 |
| **Monday 8/20** | Self-Introduction  
Group Formation  
Client visits | **Self-Introduction Due**  
(Upload your assignment by 1pm and bring a hard copy to class)  
HW 1, 2 & 3 |
| **Wednesday 8/22** | Ch. 1 Overview  
Ch. 2 Strategic Planning  
Ch. 3 Ethics  
Ch. 4. Marketing Environment  
Ch. 5 Global Vision | **HW 1, 2, & 3 Due**  
(Upload your assignments by 1pm and bring a hard copy to class)  
Work on HW 4 & 5 |
| **Monday 8/27** | Career Services  
Ch. 6 Consumer Decision Making  
Ch. 7 Business Marketing  
Ch. 8 Segmenting and Targeting | Bring a copy of your resume to class  
**HW 4 & 5 Due**  
(Upload your assignments by 1pm and bring a hard copy to class) |
| **Wednesday 8/29** | Ch. 6 Consumer Decision Making  
Ch. 7 Business Marketing  
Ch. 8 Segmenting and Targeting | Work on projects |
| **Monday 9/3** | **Labor Day Holiday—No Classes** | |
| **Wednesday 9/5** | Ch. 8 Segmenting and Targeting  
Ch. 9 Marketing Research  
Ch. 10 Product Concepts | Work on projects |
| **Monday 9/10** | Ch. 10 Product Concepts  
Work on “Picture” Assignment | Work on projects |
| **Wednesday 9/12** | Exam 1  
Lecture  
Group Meeting | Work on HW 6, 7, & 8 |
| **Monday 9/17** | Ch. 11 Developing and Managing Products  
Ch. 12 Marketing Channels  
Ch. 13 Retailing | **HW 6 & 7 Due**  
(Upload your assignments by 1pm and bring a hard copy to class) |
| **Wednesday 9/19** | Ch. 11 Developing and Managing Products  
Ch. 12 Marketing channels  
Ch. 13 Retailing | Work on projects |
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 9/24</td>
<td>Ch. 14 Advertising&lt;br&gt;Ch. 15. PR, Sales Promotion, and Personal Selling&lt;br&gt;Ch. 16 Pricing Concepts</td>
<td>HW 8 Due&lt;br&gt;(Upload your assignment by 1pm and bring a hard copy to class)</td>
</tr>
<tr>
<td>Wednesday 9/26</td>
<td>Ch. 14 Advertising&lt;br&gt;Ch. 15. PR, Sales Promotion, and Personal Selling&lt;br&gt;Ch. 16 Pricing Concepts</td>
<td></td>
</tr>
<tr>
<td>Monday 10/1</td>
<td>Catch Up&lt;br&gt;Share the “Picture” Stories Work on Projects</td>
<td>Picture Assignment Due&lt;br&gt;(Upload your assignment by 1pm and bring a hard copy to class)</td>
</tr>
<tr>
<td>Wednesday 10/3</td>
<td>Exam 2&lt;br&gt;Group Meeting</td>
<td></td>
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<tr>
<td>Monday 10/8</td>
<td>Presentations</td>
<td></td>
</tr>
<tr>
<td>Wednesday 10/10</td>
<td>Presentations</td>
<td>Written Projects Due&lt;br&gt;Reflection Paper Due&lt;br&gt;(Upload your assignments by 1pm and bring a hard copy to class)</td>
</tr>
</tbody>
</table>
Presentation Evaluation Form

Date

Names/ Group# of the presenters

Give the score from 1 to 10. 10 is very good, 1 is very bad. The maximum total score is 100 points.

1. Giving a well-organized presentation
2. Using audio-visual tools effectively
3. Maintaining the interest of the audience
4. Stimulating the audience to think
5. Being clear and to the point
6. Delivering presentation within allotted time
7. Managing to bring out key points
8. Demonstrating knowledge about the topic
9. Professionalism (dress professionally, politeness, and enthusiasm)
10. The delivery was practiced and smooth.

Total: _______

Comments
PEER EVALUATIONS

Your Name: _____________________

Your project topic: _________________________________

Your email address: _________________________________

Give the score from 1 to 10. 10 is very good, 1 is very bad. The maximum total score is 100 points.

<table>
<thead>
<tr>
<th>Peer Name</th>
<th>YOURSELF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Regularly attended group meetings</td>
<td></td>
</tr>
<tr>
<td>2. Regularly offered ideas and suggestions</td>
<td></td>
</tr>
<tr>
<td>3. Got along with group members</td>
<td></td>
</tr>
<tr>
<td>4. Available when needed</td>
<td></td>
</tr>
<tr>
<td>5. Contributed his/her fair share</td>
<td></td>
</tr>
<tr>
<td>6. Adhered to deadlines</td>
<td></td>
</tr>
<tr>
<td>7. Was a good team player</td>
<td></td>
</tr>
<tr>
<td>8. Took constructive criticism well</td>
<td></td>
</tr>
<tr>
<td>9. Was dependable</td>
<td></td>
</tr>
<tr>
<td>10. Proved to be a good team leader (may not be the elected group leader)</td>
<td></td>
</tr>
<tr>
<td>Total score</td>
<td></td>
</tr>
</tbody>
</table>

On the back of this page, explain the ratings (overall) you have assigned for each team member including yourself. **You must explain your own evaluation as well.** Your evaluations are confidential and will not be shown to anyone. These forms will be used to determine whether any downward adjustment in grades is necessary for any team members. No upward adjustments of grades are possible. The evaluation must be returned to me (in class or in my office) on the final exam date. **I will not release your grades if you do not turn in your peer evaluation sheet.**