



Date		Credits	3
Course Title	Principles of Marketing	Course Number	MAR 1011
Pre-requisite (s)	None	Co-requisite (s)	None
Hours	45		

Place and Time of Class Meeting

San Ignacio University
3905 NW 107 Avenue, Suite 301
Miami, FL 33178

Name and Contact Information of Instructor

Book required

(San Ignacio University recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)

Principles of Marketing, 14/E
 Kotler & Armstrong
 ©2012 | Pearson | Published: 2/6/2011
 ISBN-10: 0132167123 | ISBN-13: 978-0132167123

Classroom expectations for students

Attendance Policy

Students are expected to attend all scheduled university classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily. Enrolled students are permitted no more than **2** “free” absences in one semester. Students missing **3-5** classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than **6** classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.



Student Tardiness Policy

A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardies the student accumulates one full absence. If the student misses half of the class period, it is a full absence. When a student has more than 6 tardies, the instructor will contact the San Ignacio University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time.

NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

Course Description (must correspond exactly to Catalog description)

In this course we will study marketing concepts and principles and their practical application. Students will examine risks and challenges marketers encounter in the process of establishing their competitive edge. Subject matter includes economics, marketing foundations that place emphasis on selling, promotion, product and service management, pricing and distribution.

Learning Objectives

At the end of this course students will be able:

- To introduce students to the key elements in developing a marketing strategy and planning a marketing program.
- To introduced topics such as customer segmentation, positioning, branding, consumer research, pricing, marketing communications, new product development, and channel strategy
- To enhance students’ problem-solving abilities in operational areas of marketing by providing you with a set of analytical tools (i.e., frameworks, concepts, models, and techniques)
- To present examples of how firms organize their marketing efforts across a broad range of industries and settings (e.g., consumer packaged goods, pharmaceutical, telecommunications, financial services, and nonprofit organizations)
- To provide students with a forum (both oral and written) for presenting and defending your own recommendations, and for critically examining others' recommendations.

Topical Outline and Schedule

DATE		WEEK 1
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the course. • Discuss what marketing is and describe the steps that are involved in the marketing process • Recognize the importance of comprehending consumers and the marketplace and interpret the five base marketplace concepts • Evaluate the key elements of a consumer-driven marketing strategy and summarize the marketing management orientations that assist the strategy of marketing • Summarize the customer relationship management and define the strategies that are available for developing value for consumers and gaining value from them in return • List the major trends that are evolving in this age of relationships 	
TOPIC (S)	<ul style="list-style-type: none"> • Syllabus • Discuss Library Orientation Course • Identify the five steps involved in the marketing process • Discuss how the first four steps in the marketing process create value for the customers and the last fifth step creates value from the consumer • Examine how companies learn about their customers' needs, wants and demands • Define how the value proposition is fulfilled through market offering • Discuss how a company must first decide who their customer will be in order to determine how to serve them • Identify the key to building a lasting relationship between consumer and producer • Examine how marketers place more emphasis to value propositions due to the impact of the recent times 	
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion of Syllabus • Analysis of examples brought up in class • Visuals aids and/or video 	
HOMEWORK & ASSIGNED READINGS	<ul style="list-style-type: none"> • Review the Syllabus • Complete the Library Orientation Course. Instructor to verify completion. • Homework: Read Chapters 1 pp. 2-30 • Company Case p.34 Answer Questions 1-5 	
DATE		WEEK 2

SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • QUIZ I • Identify the four steps of a company-wide strategic plan • Recognize how to design business portfolios and how we can further expand growth strategies • Discuss the role of marketing in strategic planning and evaluate how marketing works with its associates to generate and deliver consumer value • Identify the two types of marketing environment and how it can affect the company's capability to provide to its consumers
TOPIC (S)	<ul style="list-style-type: none"> • Discuss Final Class Project & Presentation, • Identify the elements of a consumer-driven marketing strategy and the influences that impact it • Describe functions of marketing management • Understand the elements of a marketing plan and discuss the significance of determining and managing return on its investment • Analyze how the changes in demographic and economic environments can affect decisions in the marketing process • Review the major changes that can occur in cultural and political environments • Understand how companies may react to the marketing environment
LEARNING ACTIVITIES	<p>Participate in a forum. Analysis of examples brought up in class Group activity led by instructor</p>
HOMEWORK & ASSIGNED READINGS	<p>Homework: Read chapters 2 & 3 pp. 36-91 Focus on Technology and Focus on Ethics pg. 93</p>
DATE WEEK 3	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Identify the significance of acquiring good customer insights and how that assists the marketers decision process • Evaluate the definition of the marketing information system and how the information is utilized • Apply the concept of developing a simple model of consumer buyer behavior • Identify the four key factors that impact the behavior of the consumer
TOPIC (S)	<ul style="list-style-type: none"> • Analyze how public policy and ethical issues may affect the marketing researchers in their process • List the steps found in the marketing research process • Describe how companies evaluate and utilize marketing information • Recognize the major types of buying decision behavior and the stages that are found in the buyer decision process • Define the acceptance and distribution process for new products

LEARNING ACTIVITIES	Analysis of examples of brought up in class Visual aids and/or video Small group case review
HOMEWORK & ASSIGNED READINGS	<ul style="list-style-type: none"> Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography Due: Project Topic Due: Tentative Bibliography Homework: Read Chapter 4 & 5 pp.96-158 Discussing and Applying the Concepts pg. 127 & 159-160
DATE	WEEK 4
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Discuss the business market and how they operate Compare and contrast the business market from the consumer market Recognize the key factors that influences the behavior of a business buyer Evaluate the key steps necessary in designing a customer-driven marketing strategy Analyze the ways in which companies identify attractive market segments and select a market-targeting strategy
TOPIC (S)	<ul style="list-style-type: none"> Identify the eight stages of the business buying process Recognize the special characteristic of institutional and government markets Define the major bases for segmenting consumer and business markets Understand how companies distinguish and place their products for maximum competitive advantage
LEARNING ACTIVITIES	Discussion Open discussion Small group activity led by instructor
HOMEWORK & ASSIGNED READINGS	<ul style="list-style-type: none"> Continue research and work on final project Homework: Read Chapter 6 & 7 pp. 164-215 Discussing and Applying the Concepts p. 184 & 217
DATE	WEEK 5
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Identify the definition of product and the arrangement of products and services Discuss the decisions that are made by companies in regards to their individual products and services, lines and mixes Define the four characteristics that impact the marketing of services

	<p>and the additional marketing deliberations that services require</p> <ul style="list-style-type: none"> • Identify how branding is more than just names and symbols
TOPIC (S)	<ul style="list-style-type: none"> • Discuss the two broad classes of products and services • Identify the four dimensions that make up the product mix • Discuss some major brands of the current times • Recognize the four brand sponsorship options a manufacturer has
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion of chapter topics • Case Review • Group discussion
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project</p> <p>Homework: Read Chapter 8 pp.222-252 Video Case p.255 Company Case p.255-257</p>
DATE	WEEK 6
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • EXAM I • Identify how new-product ideas are developed by companies • Recognize the eight sequences that are involved with the new-product development process • Discuss the five stages of the typical product life cycle • Evaluate the two additional product issues that marketers must consider • Examine the vitality of pricing in today's environment that is constantly changing • Discuss how intelligent managers use pricing as a major strategic tool to create and attain consumer value
TOPIC (S)	<ul style="list-style-type: none"> • Define the most essential source of new-product ideas • Discuss how the new-product development requires a customer-centered, team-based, systematic effort • Analyze how the different stages of the PLC involve different marketing strategies and tactics • Compare and contrast the three major pricing strategies as well as defining them • Evaluate what internal and external factors affect a company's pricing decision
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion • Engage in instructor led group activity • Read article
HOMEWORK & ASSIGNED	<ul style="list-style-type: none"> • Homework: Read Chapter 9 & 10 pp.258-306 • Discussing and Applying the Concepts p.283

READINGS	<ul style="list-style-type: none"> Company Case p.310-311
DATE	WEEK 7
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> QUIZ II Define the two most popular strategies used by companies to price new products Compare and contrast the market-skimming pricing and market-penetrating strategies Analyze how companies alter their prices after taking into careful consideration the various types of customers and circumstances Recognize how a company goes about selecting, motivating and later evaluating channel members
TOPIC (S)	<ul style="list-style-type: none"> Examine the different situations that may be involved in a company's decision to increase or decrease their price Evaluate how laws of fair pricing impacts pricing decisions Recognize the motives of companies when they use marketing channels and discuss the purpose these channels perform Identify the three most important trends of marketing channels Define the major logistics functions involved in logistics management
LEARNING ACTIVITIES	<p>Discussion Pair-share activity Analysis of examples brought up in class Video case and small group review</p>
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project Homework: Read Chapter 11 & 12 pp.312-365 Company case p.369-370</p>
DATE	WEEK 8
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Analyze the role of retailers in regards to distribution Identify the major types of retailers Examine the most essential marketing decisions that must be made by retailers Identify the major trends and progress in retailing operations Interpret the three groups wholesalers fall into and how they differ from one another
TOPIC (S)	<ul style="list-style-type: none"> Examine how non-store retailing has expanded over time Distinguish the main differences found between franchise organizations and other contractual systems Define the wheel-of-retailing concept Identify the nine channel functions that wholesalers use to add value
LEARNING	Read article

ACTIVITIES	Panel discussion Analysis of examples brought up in class
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Read Chapter 13 pp. 372-400 Marketing and the Economy p.402 Marketing by Numbers p.403
DATE	WEEK 9
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • QUIZ III • Identify the five major promotion tools that are used by companies to credibly communicate consumer value and develop consumer relations • Define the concept used by companies that is referred to as integrated marketing communication (IMC) • Identify the three types of appeal that marketers use in message content
TOPIC (S)	<ul style="list-style-type: none"> • Recognize the steps in establishing effective marketing communications • Identify the nine elements that are involved in the communication process • Define the factors that may impact the design of the promotion mix when placing the promotion budget • Examine the pros and cons of hiring a celebrity endorser
LEARNING ACTIVITIES	Analysis of the examples raised in class. Panel discussion Discussion of chapter topics
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Read Chapter 14 pp. 406-428 Discussing and Applying the Concepts p.429-430
DATE	WEEK 10
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Recognize the role that advertising plays in the promotion mix • Describe the role of public relations in the promotion mix • Identify the many uses and forms of advertising • Define the two major elements found in an advertising strategy • Examine the factors that influence the advertising budget
TOPIC (S)	<ul style="list-style-type: none"> • Define the major decision that take place when establishing an advertising program • Identify how public relations is used by companies in order to communicate with their public • Recognize the various tools that are used by public relations professionals to effectively communicate important messages
LEARNING ACTIVITIES	Discussion Engage in a group activity led by instructor Read article and do a small group analysis

HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Read Chapter 15 pp.434-457 Marketing and The Economy p. 459
DATE	WEEK 11
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Study the role of salespeople and how they generate value for consumers and helping build customer relationships • Discuss the six major sales force management steps • Identify the ways in which the sales force compensation system assists in rewarding and encouraging salespeople • Understand the tools and steps necessary in the process of developing and applying a sales promotion campaign
TOPIC (S)	<ul style="list-style-type: none"> • Examine the seven-step selling process • Recognize the impact of relationship marketing in building long-term consumer relationships, based on complete consumer satisfaction and value • Discuss the major sales promotion tools that are used to achieve the sales promotion objectives • Differentiate the three sales force structures and determine which can be considered most effective
LEARNING ACTIVITIES	Discussion Small group activity Visual aids and/or video
HOMEWORK & ASSIGNED READINGS	Due: First Draft of Final Project Homework: Read Chapter 16 pp.462-488 2 Page Paper on a topic from any of the previous chapters (professor will provide appropriate instructions)
DATE	WEEK 12
SPECIFIC OBJECTIVES	<p>MIDTERM EXAM II</p> <ul style="list-style-type: none"> • Recognize the impact of direct marketing and evaluate the benefits it provides to its consumers and companies • List the major forms of direct marketing that are used • Describe how companies have changed their methods to the power of new technologies • Discuss how online marketing has become one of the fastest forms of direct marketing • Summarize they four ways in which companies conduct online marketing • Identify how public policy and ethical issues impacts the direct marketing industry
TOPIC (S)	<ul style="list-style-type: none"> • List the benefits of direct marketing for the sellers point of view • Examine how a customer database can provide marketers with

	<p>essential information in regards to their consumers</p> <ul style="list-style-type: none"> Analyze how new digital direct marketing technologies have impacted the other forms of direct marketing Identify the two ways in which marketers engage in social media communities Define the public policy that carries the most impact in direct marketing
LEARNING ACTIVITIES	<p>Analysis of examples brought up in class Panel discussion Video case and open discussion</p>
HOMEWORK & ASSIGNED READINGS	<p>Homework: Read Chapter 17 pp.494-520 Marketing and The Economy pp.523</p>
DATE	WEEK 13
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Examine how competitor analysis is necessary in order to plan effective marketing strategies Compare and contrast the market follower and market challenger Evaluate the essentials of competitive marketing strategies based on the idea of creating value for customers Identify the necessity of finding balance between consumer and competitor direction in order to become a market-centered business
Topic(s)	<ul style="list-style-type: none"> Explain the differences found in how companies identify their competitors using the industry and market point of view Recognize the various ways companies learn about their competitor's strengths and weaknesses through customer value analysis Illustrate the information gained through a competitive intelligence system Identify the three stages that marketing strategies must pass through List the three actions a market leader must do in order to remain the top leader Compare and contrast competitor-centered company and customer-centered company
LEARNING ACTIVITIES	<p>Think-pair-share activity Group discussion Analysis of examples brought up in class</p>
HOMEWORK & ASSIGNED READINGS	<p>Editing & Revision of Final Project Homework: Read Chapter 18 pp.526-545 Marketing and The Economy pp.547 Company Case p.548-549</p>
DATE	WEEK 14

SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Analyze how the global marketing environment affects the way in which companies function including the international trade system Identify the three major approaches that are used by a firm in order to enter the international markets Compare and contrast standardized global marketing and adapted global marketing Evaluate how companies decide on which markets to enter on a global level List the four types of industrial structures
TOPIC (S)	<ul style="list-style-type: none"> Examine the six major decisions a company faces in international marketing Recognize the advantages and disadvantages of free trade zones Define how companies adapt their marketing strategies and mixes for foreign markets Identify how and international division's operations can be organized in three different manners
LEARNING ACTIVITIES	Group discussion Engage in a group activity led by instructor Visual aids and/or video
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Homework: Read Chapter 19 pp. 550-574 Company Case p.577-578
DATE	WEEK 15
SPECIFIC OBJECTIVES	Final Project Final Presentation Final Exam <ul style="list-style-type: none"> Interpret the significance of sustainable marketing Discuss the different forms of social criticisms of marketing Evaluate the two major movements in promoting sustainable marketing Discuss consumerism and the conventional seller's rights
TOPIC (S)	<ul style="list-style-type: none"> Define the three groups of deceptive practices Discuss the differences between planned obsolescence and perceived obsolescence Identify the two options available to restore balance between private and public goods Recognize how environmentalism affects the marketing industry Identify the five sustainable marketing principles
LEARNING ACTIVITIES	Analysis of examples brought up in class Panel discussion Discussion of chapter topics
HOMEWORK	Homework: Read Chapter 20 pp.580-608

& ASSIGNED READINGS	Discussing and Applying the Concepts p.609
--------------------------------	--

Instructional Methods

The methods of instruction will be influenced by institutional constraints, class size, class meeting length, course length, and individual instructor style. Usually, student interest and learning is enhanced by the use of multiple instructional methods. Aside from the traditional assignment of textbook readings and presentation of lectures based on these readings, methods of instruction might include the following

1. A review of the questions at the end of each chapter.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.
8. Carrying out a micro-class.

Additional Instructional Materials and References

- Marketing Principles by Lascu (4th 12)
- Marketing Principles by Featherman (09)
- Marketing: Principles and Policies by Keri (09)

Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D



60 – 62 % → D-
< 59% → F

Do not count on a curve!

Generally, the grades “A” through “C-” are considered passing grades. Grades "W" and "I" indicate that no grades were earned for the course. A "W" grade indicates that the student withdrew from the course. An "I" grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an "I" grade instead of an "F", pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the “I” grade becomes an “F”.

Distribution of Grade Elements

Homework:	20%
Exams I, II, III:	30% (10% each)
Quizzes I,II, III:	30% (10% each)
Final Presentation:	20%
Total:	100 %

Date Syllabus Was Last Reviewed: Date:07-01-2012