

Monfort College of Business
Semester Course Syllabus

(2017-2018)

COURSE PREFIX/TITLE: BAMK 360 - Marketing

Sem. Hrs. 3
 Ed. Cap: 40

CATALOG DESCRIPTION: Prerequisite: ECON 205 or take concurrently. Juniors or above. This theory course provides understanding of the basic concepts/terminologies in marketing, as well as an understanding of how these concepts are applied in international and domestic business settings.

PREREQUISITES: ECON 205 or take concurrently. Juniors or above.

COURSE OBJECTIVES:

1. To familiarize you with the basic marketing concepts and terminologies.
2. To study and understand the various functional areas of marketing.
3. To study and understand the integration and application of marketing and other functional areas of business.
4. To incorporate the “Global Marketing Concept” and ethics into the functional areas of marketing.

MCB ASSURANCE OF LEARNING GOALS AND OBJECTIVES:

Learning Goal	Learning Objective	Course Coverage
Be knowledgeable of key concepts in core business curriculum	Students will demonstrate a firm understanding of core business concepts.	Objective 3
Be effective communicators	Students will prepare and deliver quality presentations on a business topic.	
	Students will prepare quality business documents.	
Demonstrate conceptual and analytical skills	Students will analyze data & information to identify key problems, generate and evaluate appropriate alternatives, and propose a feasible alternative.	
Be proficient with technology	Students will demonstrate proficiency in common business software packages.	
Demonstrate ethical awareness	Students will be knowledgeable about ethics and social responsibility.	Objective 4
	Students will identify the ethical issue or problem, analyze the consequences for various stakeholders, and develop an acceptable resolution.	Objective 4
Be proficient with discipline-specific knowledge	Students will demonstrate a firm understanding of discipline-specific knowledge within their emphasis.	Objectives 1, 2
	Students will demonstrate competency with advanced topics within their emphasis.	Objectives 2, 3

COURSE TOPICS:

Approx.
50 Min.

<u>Periods</u>	<u>Topics Covered</u>	<u>Description</u>
3	Marketing Definition Basics of Marketing, Marketing Careers	The basics of marketing, how marketing creates utility through the exchange process, the historical eras of marketing, the marketing concept, marketing myopia, nontraditional areas of marketing.
3.5	Consumer Behavior	Interpersonal and personal determinants of consumer behavior, the steps in the consumer decision process.
3.5	Business-to-Business Marketing	The components of the business market, major approaches to segmenting business-to-business markets, major characteristics of the business market and its demand, steps in the organizational buying process, the buying center, organizational buying situations.
3	Product Strategies	Definition of product, distinction between goods and services, classification of consumer products versus business products, product life cycle, product line, product mix.
4	Brands and New Product Development	Types of brands and their benefits, brand equity, leveraging a brand, strategies for new product development, the consumer adoption process, the new product development process.
3	Marketing Channels	The role of marketing channels, types of distribution channels, major channel strategy decisions, concepts of channel management, conflict and cooperation within the marketing channel.
3	Advertising, Sales Promotion, Public Relations	Advertising objectives, major advertising strategies, creating an advertisement, advertising media alternatives, consumer oriented sales promotions, role of cross promotions, public relations, and publicity in an organization's promotional strategy.
3	Pricing	Legal constraints on pricing, pricing objectives, price elasticity and its determinants, breakeven analysis.

<u>Approx. 50 Min. Periods</u>	<u>Topics Covered</u>	<u>Description</u>
3	Selling	Conditions that favor personal selling, contrast over-the-counter selling, field selling, telemarketing and inside selling, major trends in personal selling, sales tasks, steps in the sales process, the role of sales management.
3	Marketing Management/Planning	Strategic/tactical/operational planning, steps in the marketing planning process, marketing plans, the elements of a marketing strategy, market share/market growth matrix, the market attractiveness/business strength matrix.
3	Market Segmentation, Targeting, Positioning	Role of marketing segmentation in developing a marketing strategy, ways to segment the consumer market, strategies for reaching target markets, positioning strategies, positioning maps.
3	Ethics and Social Responsibility	Role of marketing in society, ethical questions in marketing, social responsibility in marketing.
7	Examinations and Exercises	In-class exams and other exercises.
45	Total	

COURSE REQUIREMENTS: There will be examinations given in this course. There may also be term papers, marketing planning projects, and/or short library assignments that cover the various marketing topics in discussion. There may also be regular pop quizzes given to reinstate student understanding of the subject matters presented.

TYPE OF GRADING: Letter

SUGGESTED TEXT AND/OR SUPPLEMENTS: (Note: These books are only suggested. Prior to purchasing books and other materials, students need to check with the class instructor for their book and class material choices.)

Boone, L. E. and Kurtz, D. L., *Contemporary marketing* (all ed.). Mason, OH: Thomson Southwestern.

Pride & Ferrell, *Marketing express*, (all ed.), Cengage Learning.

Pride, W. and Ferrell, O. C., *Marketing* (all ed.). Boston, MA: Houghton Mifflin.

Lamb, C., Hair, J., McDaniel, C. (2011). *MKTG-5*, (5th ed.). Cengage Learning.

ASSESSMENT STATEMENT: The Monfort College of Business may collect data in this course that will be used to assess student progress toward our program learning goals and objectives. Individual student performance information will be kept confidential; however, this data may be disseminated in an aggregate form to professional groups and through research publications. If you do not wish your performance in this class to be included in research about overall student performance (beyond the accreditation process), please inform your instructor in writing of this intent.

COMPUTER UTILIZATION: Students are encouraged to use the College's computing facilities to complete their assignments. The student computer labs in Kepner Hall provide support for word processors, spreadsheets, databases, writing-style checkers, and presentation graphics. Internet and e-mail access are available in the labs. Student consultants are on duty at the labs to assist with these applications.

LIBRARY UTILIZATION: Students are encouraged to use the Michener Library collections and online subscription information resources to supplement readings and to complete assignments. Library databases are available at <http://libguides.unco.edu/business>.

GLOBAL DIMENSION COVERAGE: The "International Dimension" is specifically dealt with in the following areas: (1) When the environmental factors are discussed, foreign competition, foreign technology, foreign policies and other international topics are discussed; (2) When discussion consumer behavior, foreign cultures and their implications on marketing of American products overseas is discussed; (3) When discussing target market and market segmentation variables, the consequences of international market considerations will be examined; (4) When discussing a firm's marketing strategy options, expanding into foreign markets and the opportunities and pitfalls of such expansion strategies will be discussed; (5) A full treatment of international marketing mix variables is also incorporated into a separate chapter in the text, which will also be covered in class.

ETHICAL DIMENSION COVERAGE: Ethics in "Marketing" is integrated throughout the class. Specifically, ethical marketing behavior is discussed in developing safe products for the marketplace. Consumer rights (i.e., right to choose, right to information, right to be heard) and the subsequent responsibilities residing with the corporations will be discussed. Ethical issues surrounding fair pricing behaviors will also be discussed.

STUDENTS WITH DISABILITIES: Any student requesting disability accommodation for this class must inform the instructor giving appropriate notice. Students are encouraged to contact Disability Support Services at (970) 351-2289 to certify documentation of disability and to ensure appropriate accommodations are implemented in a timely manner.

CLASSROOM TECHNOLOGY GUIDELINES: Each student is required to review and become familiar with the following classroom technology guidelines:
<http://mcb.unco.edu/pdf/Classroom-Technology-Guidelines.pdf>

FOOD AND BEVERAGE GUIDELINE: Food is not allowed in classrooms. Only drinks in a container with a screw top lid are allowed.

KENNETH W. MONFORT COLLEGE OF BUSINESS STATEMENT

The Kenneth W. Monfort College of Business students are expected to conduct themselves in accordance with the highest standards of academic honesty. Cheating, plagiarism, illegitimate possession and disposition of examinations, alteration, forgery, or falsification of official records and documents, and similar acts or the attempt to engage in such acts are grounds for disciplinary action. This action can include the following in addition to any University disciplinary action:

1. A failing grade for a particular assignment.
2. A failing grade for a particular course.
3. Suspension from the College of Business Administration.
4. Expulsion from the College of Business Administration.

Students are expected to complete all prerequisites for a business class prior to the first day of class. Students may not concurrently enroll in a class and its prerequisite(s) unless it is expressly stated in the bulletin that the class is a co-requisite. Any exception to this policy must be approved by the Chair of the School offering the class.

Students must submit original works for assignments required in this class. This includes term papers, cases and other course requirements. A student who submits a work that was previously submitted to another class without prior approval from the instructor is in violation of this policy. A student who violates this policy may receive a failing grade for the assignment, a failing grade for the class, and face termination of his/her business degree program.

Additionally, the Dean of Students Office may be notified in writing of all violations of academic honesty in this class.

MONFORT COLLEGE OF BUSINESS STUDENT CODE OF PROFESSIONAL CONDUCT

Monfort College of Business students represent the professional and academic interests of the entire MCB & UNC communities. Accordingly, MCB expects all students to behave in a professional manner and adhere to high ethical standards in every business class and in every activity connected with the Monfort College of Business. This professional behavior is required not only in the classroom but also in all MCB-related interactions such as e-mails, conferences and use of technology.

MCB students should exhibit respectful behavior in classes. This behavior includes arriving on time to class, staying in class until the lecture ends, having the discipline to stay engaged in class, turning-off or silencing cell phones and pagers while in class, refraining from text-messaging, and avoiding coming to class wearing clothing that is unduly provocative or has written messages that are rude, insensitive or obscene. MCB students should engage in respectful behavior in all activities where they act directly or indirectly as a representative of the MCB. Respectful behavior creates a more desirable, civilized, and productive learning environment, and it models behavior that is both productive and pleasant when students transition from the classroom to the workplace.

MCB students should master and apply the fundamental skill of preparing and sending class or university related e-mails that are properly written, show professionalism and communicate a clear message. E-mails containing profanity, spelling mistakes, punctuation errors, or poor composition evidence sloppiness and show disrespect to the recipient. MCB students should use proper forms of address when communicating orally or in writing with faculty or staff (i.e., Dr. Smith, Professor Jones, Ms. Abbot, etc.). If a student does not know how to address a faculty member, he or she should ask.

This code of professional conduct complements, but does not replace, the Honor Code of the Monfort College of Business or the Honor Code of the University.

Last Updated: September 2012
By: Marketing Department
Rolled over: June 2017