

Syllabus date: August 20, 2013

Dr. Rick Bonsall



MCKENDREE UNIVERSITY

MKT 205 Principles of Marketing

Why we are here!

The mission of McKendree University is to provide a high quality educational experience to outstanding students.

- ~Responsible Citizenship
- ~Engagement
- ~Academic Excellence
- ~Lifelong Learning



Teaching Philosophy:

To actively engage the student in a variety of learning activities that include both individual and team work. Furthermore, the objective is to connect the course concepts with real world events by analyzing actual business behavior through an assortment of methods.

How to Succeed in this Course:

If you embrace the mission (REAL) of McKendree University you will be successful. To maximize your success do the following: attend class, become engaged in class discussions and activities, study for quizzes and exams, complete all assignments and complete them on time. To further enable your success review available rubrics, they are your guide to achieving quality.

Course Text and Materials:

Essentials of Marketing, 13 edition, 2012.
By: Perreault, Cannon, & McCarthy.
ISBN: 0077589351. McGraw-Hill

This course involves many essential concepts



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Course Objectives:

- Explain the importance of Marketing
- Critique companies' actions based on the 4 P's of the marketing mix
- Differentiate between a marketing strategy, a marketing plan, and a marketing program
- Explain the elements of the marketing strategy planning process
- Create a marketing plan

Course Description

This course focuses on the four strategic elements of marketing – product, price, promotion, and place (distribution) – and the environmental factors that affect marketing. The basic theories and examples of marketing practices which this course comprises will prepare the student for further study in marketing and other business fields.

Prerequisite: None.



General Course Information

You learn
something every
day if you pay
attention.

~Ray LeBlond
VERYBESTQUOTES.COM

MKT 205, Principles of Marketing

Where: PAC 116

When: MWF/8-8:50 AM

Blackboard will be used to share information and documents.

Monitor your McKendree University email daily for course information.

Office Hours and other essential data

MONDAY: By appointment

TUESDAY: 2—3 PM

WEDNESDAY: 11 AM—12 PM

THURSDAY: 2—3 PM

FRIDAY: 11 AM—12 PM

If these times do not work for you please contact me to set up an appointment that matches both our schedules.

Email: wrbonsall@mckendree.edu

Office phone: 618-537-2143

Cell: 618-304-2143

ADDRESS:

907 Royse, Lebanon, IL, 62254

[Blue house behind Benson Wood, art building]



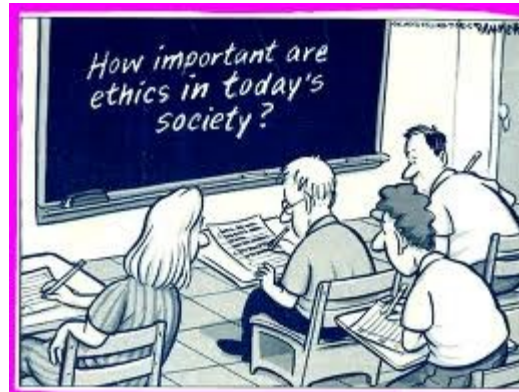
Chapter Ethics Questions

Ethics is an extremely important topic and should be part of our everyday thinking. Each chapter poses an ethics question. Starting with chapter 2, you will submit a written response to the applicable question. The purpose of writing your response is that writing down our thoughts often requires us to be more reflective. We'll share our thoughts about the questions in class so we can develop a better understanding of ethical issues and the viewpoints of others.



"Educating the mind without educating the heart is no education at all." Aristotle

See the Course Materials folder on Blackboard for the requirements.



Case Analysis Papers

Analysis of what is being done and why it is being done is essential to a company's success. You will analyze several cases and provide a written response explaining your analysis. Some of the case studies will be done in teams, others will be an individual effort. We'll learn the steps required in analyzing a case and how to present our analysis.

See the Course Materials folder on Blackboard for the requirements.

"Case studies are a form of active learning. They enable us to develop our critical thinking skills."

Miscellaneous Assignments

Throughout the course specific tasks will be assigned to enable us to capture contemporary marketing activities through current events. We will listen to the heartbeat of business through articles, blogs, twitter, Facebook, etc. We'll utilize the 4 Ps, PESTEL analysis, SWOT analysis, the 5 step marketing research process, and other applicable concepts to examine and evaluate these activities.

Assignment requirements will be posted in the Course Materials folder on Blackboard.





Course Signature Assignment

In support of our continuing efforts to achieve academic excellence and be engaged, you will be assigned to a team for our course signature assignment. You will be given a problem to solve and will utilize the 5-step scientific method approach for marketing research to explain how you researched the problem and developed solutions for the problem. In addition, you'll create a marketing plan outlining the specific actions and activities required to address the problem and to present the solution..

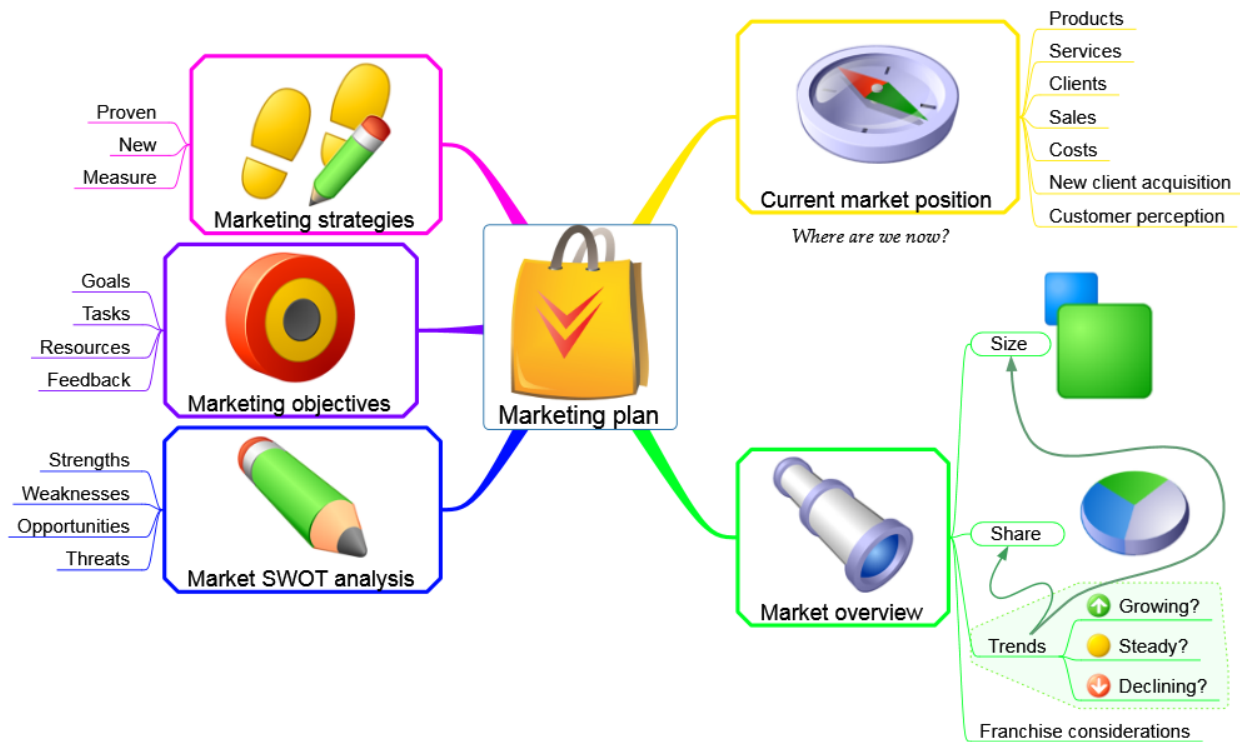
Step 1, defining the problem: determine the key decision issues requiring information.

Step 2, analyzing the situation: an informal study of information that is already available in the problem area.

Step 3, getting problem-specific data: the collection of data that is customized to the decision maker's unique needs.

Step 4, interpreting the data: the process of getting meaning from the collected data; it is a transformation of raw data to useful information.

Step 5, solving the problem: the delivery of recommendations to the marketing manager, who is ultimately responsible for implementing the recommendations.



See the Course Materials folder on Blackboard for the specific requirements.

“Procrastination is the grave in which opportunity is buried.”
Anonymous

Quizzes

In accordance with the mission of McKendree University this quiz process is focused on academic excellence and responsible citizenship. The quizzes are provided to enhance your learning. The quizzes allow you the opportunity to review the chapter information. Therefore, the quizzes are set to be taken prior to when the associated chapter is discussed. The quizzes have a 20 minute time limit. Furthermore, as a responsible citizen of our class, it is your responsibility to ensure you allow yourself sufficient time to complete the quizzes prior to the final due date. Consequently, waiting until the “last” minute (*as perceived by me*) to take the quizzes and then having technical difficulties, etc. that prevent you from completing them will not be considered a valid excuse to have them reset. Those quizzes you are unable to complete will be given a grade of zero.



Chapter	Date available (1 AM)	Date due (8 AM)	Time limit (MINUTES)
1	8/26/13	8/30/13	20
2	8/26/13	9/4/13	20
3	8/26/13	9/11/13	20
4	8/26/13	9/18/13	20
5	8/26/13	9/25/13	20
7	8/26/13	10/7/13	20
8	8/26/13	10/14/13	20
9	8/26/13	10/21/13	20
10	8/26/13	10/28/13	20
11	8/26/13	11/6/13	20
12	8/26/13	11/11/13	20
15	8/26/13	11/15/13	20
16	8/26/13	11/20/13	20

Exams

There will be three multiple choice exams.

See the course schedule for the dates.

- ⇒ Exam 1 will cover chapters 1—4
- ⇒ Exam 2 will cover chapters 5, 7—9
- ⇒ Exam 3 (Final) will cover chapters 10—12, 15, 16

Life is short; let’s pause for a laugh!



You hold the key to your success!



Grading

GRADING INFORMATION	
Unless otherwise specified, all work is an individual effort.	
Activity	Value
Exam 1	120 points (individual grade)
Exam 2	120 points (individual grade)
Exam 3, Final Exam	120 Points (individual grade)
Quizzes (13 quizzes; 10 questions each)	130 points (individual grade; 10 points per quiz)
Chapter Ethics Questions Papers (12)	120 points (10 points/chapter question paper)
Case Papers (3)	120 points (40 points/case)
Project paper drafts (sections 1 and 2)	20 points (section 1 = 10 points; section 2 = 10 points)
Project Paper final (includes are 3 sections)	90 points
Project Presentation	50 points
Peer Evaluation	30 points (see peer evaluation form with explanation on blackboard)
Participation (Subjective – points assigned at the discretion of the instructor – attendance, contributes to discussion, attitude, etc.)	80 points (individual grade)
TOTAL	1000 points



More Grading Information

960 points for an	A	96%
920 points for an	A-	92%
880 points for a	B+	88%
840 points for a	B	84%
800 points for a	B-	80%
770 points for a	C+	77%
740 points for a	C	74%
700 points for a	C-	70%
650 points for a	D	65%
Less than 650 points for an	F	Below 65%

Don't Delay, Do Your Assignment Today! Late Assignments Penalty Reminder:

Practice good course citizenship; turn in your work on time! All assignments are required to be turned in by the assigned due date. At my discretion, late assignments may not be accepted. However, if accepted, late assignments will be **penalized a minimum of 20% of the grade**. Higher penalties may be given on a case-by-case basis after the instructor has reviewed the situation.

Students are responsible for all material whether or not it is discussed in class.

The following pages contain the Course Calendar, Ethics Case schedule, Textbook Quiz schedule, and Textbook Case schedule.



COURSE CALENDAR First Half			
Class	Date	Activities	Information: be prepared to discuss the chapter questions for the scheduled chapter. In addition, starting with chapter 2, be prepared to discuss the end of chapter topic “Creating Marketing Plans”. Also, we’ll discuss the chapter ethics questions.
W1 – C1	8/26/13	Introduction to course - Chapter 1	See” Information” above
W1 –C2	8/28/13	Chapter 1	See” Information” above
W1 – C3	8/30/13	Chapter 1	See” Information” above
N/A	9/2/13	NO CLASS – LABOR DAY	NO CLASS – LABOR DAY
W2 – C4	9/4/13	Chapter 2	See” Information” above
W2 –C 5	9/6/13	Chapter 2	See” Information” above
W3 – C6	9/9/13	Chapter 2	See” Information” above
W3 – C7	9/11/13	Chapter 3	See” Information” above
W3 – C8	9/13/13	Chapter 3	See” Information” above
W4 – C9	9/16/13	Chapter 3	See” Information” above
W4 – C10	9/18/13	Chapter 4 — class online	See Blackboard for assignment
W4 – C11	9/20/13	Chapter 4 — class online	See Blackboard for assignment
W5 – C12	9/23/13	Chapter 4	See” Information” above
W5 – C13	9/25/13	Chapter 5	See” Information” above; Project Part I due
W5 – C14	9/27/13	Review	Review
W6 – C15	9/30/13	Exam 1	Exam 1: Chapters 1 — 4
W6 – C16	10/2/13	Chapter 5	See” Information” above
W6 – C17	10/4/13	Chapter 5	See” Information” above
W7 – C18	10/7/13	Chapter 7	See” Information” above
W7 – C19	10/9/13	Chapter 7	See” Information” above
W7 – C20	10/11/13	Chapter 7	See” Information” above
W8 – C21	10/14/13	Chapter 8	See” Information” above
W8 – C22	10/16/13	Chapter 8	See” Information” above
N/A	10/18/13	NO CLASS – FALL BREAK	NO CLASS – FALL BREAK

I have a deadline. I'm glad. I think that will help me get it done.
Michael Chabon



COURSE CALENDAR Second Half			
Class	Date	Activities	Information: be prepared to discuss the chapter questions for the scheduled chapter. In addition, starting with chapter 2, be prepared to discuss the end of chapter topic “Creating Marketing Plans”.
W9 – C23	10/21/13	Chapter 9	See” Information” above
W9 – C24	10/23/13	Chapter 9	See” Information” above
W9 – C25	10/25/13	Chapter 9 — class online	See Blackboard for assignment
W10 – C26	10/28/13	Chapter 10	See” Information” above; Project Part II due
W10 – C27	10/30/13	Review	Review
W10 – C28	11/1/13	Exam 2	Exam 2: Chapters 5, 7 — 9
W11 – C39	11/4/13	Chapter 10	See” Information” above
W11 – C30	11/6/13	Chapter 11	See” Information” above
W11 – C31	11/8/13	Chapter 11	See” Information” above
W12 – C32	11/11/13	Chapter 12	See” Information” above
W12 – C33	11/13/13	Chapter 12	See” Information” above
W12 – C34	11/15/13	Chapter 15	See” Information” above
W13 – C35	11/18/13	Chapter 15	See” Information” above
W13 – C36	11/20/13	Chapter 16	See” Information” above
W13 – C37	11/22/13	Chapter 16	See” Information” above
W14 – C39	11/25/13	Signature Assignment Presentations (1)	Signature Assignment Presentations; Complete Paper due, all teams
N/A	11/27/13	NO CLASS – THANKSGIVING	NO CLASS – THANKSGIVING
N/A	11/29/13	NO CLASS – THANKSGIVING	NO CLASS – THANKSGIVING
W15 – C40	12/2/13	Signature Assignment Presentations (2)	Signature Assignment Presentations
W15 – C41	12/4/13	Signature Assignment Presentations (2)	Signature Assignment Presentations
W15 – C42	12/6/13	Signature Assignment Presentations (2)	Signature Assignment Presentations
FINALS	12/11/13	Final exam 8 AM – 10 AM	Final Exam Chapters 10 —12, 15, 16

“Procrastination is the seed of self destruction.”
Matthew Burton

ETHICS CASES		
CHAPTER	PAGE	DUE DATE
2	35	9/4/13
3	64	9/11/13
4	101	9/18/13
5	121	9/25/13
7	186	10/7/13
8	194	10/14/13
9	236	10/21/13
10	263	10/28/13
11	280	11/6/13
12	307	11/11/13
15	387	11/15/13
16	424	11/20/13

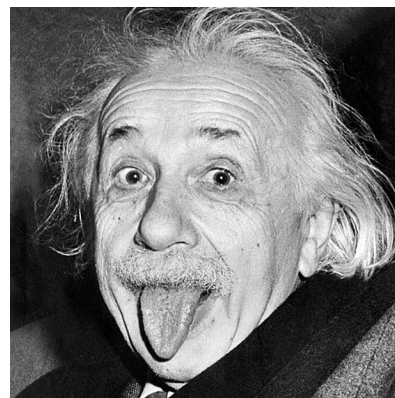
TEXTBOOK CASES		
CASE NUMBER AND TITLE	PAGE	DUE DATE
# 4, Potbelly Sandwich Works grows through “quirky” marketing [VIDEO & TEXTBOOK CASE]	533	10/7/13
# 3, Rocky Soccer Academy [TEXTBOOK CASE]	547	10/28/13
# 16, Wright Wood Company [TEXTBOOK CASE]	560	11/20/13

TEXTBOOK QUIZZES			
Chapter	Date available (1 AM)	Date due (8 AM)	Time limit
1	8/26/13	8/30/13	20
2	8/26/13	9/4/13	20
3	8/26/13	9/11/13	20
4	8/26/13	9/18/13	20
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8	8/26/13	10/14/13	20
9	8/26/13	10/21/13	20
10	8/26/13	10/28/13	20
11	8/26/13	11/6/13	20
12	8/26/13	11/11/13	20
15	8/26/13	11/15/13	20
16	8/26/13	11/20/13	20

Social Contract — my commitment to you

I pledge to present the course material to the best of my ability, within the constraints of time. I do not promise to complete the entire textbook. I will make every effort to give timely assignments and reasonable exams. In return, I expect the students to attend class and to read the assignments prior to class as background for the class activities and discussions. I will assume you have this background. I will also assume that you are capable of college-level reading and that you will ask questions about items you do not understand or would like

to know more about. This is your responsibility. I do not intend to “teach the textbook” but to supplement and explain it.



“I never teach my pupils, I only attempt to provide the conditions in which they can learn.”
— Albert Einstein

Distraction-Free Environment Policy

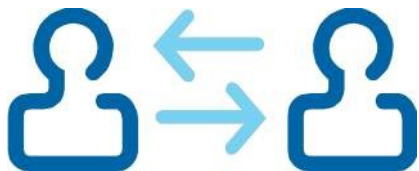
“Tell me and I forget. Teach me and I remember. Involve me and I learn”.

Benjamin Franklin

Humans can hold 7 ± 2 items in their memory and can actively work with only about half of those items at one time. Attention is a limited resource and dividing attention leads to poor information processing and learning. As such, our goal, yours and mine, is that this class will be distraction free. Distracted students – primarily those

using electronic devices – will be asked to leave class and return when they are finished. The policy extends to exams, but during exams students using electronic devices will be asked to leave, will be assumed to be cheating, and may be subject to a formal charge of academic dishonesty.

Communications between ME & YOU...



To provide the best possible learning environment, under normal circumstances, my maximum response time to a student’s inquiry will be 48 hours. Inquiries should be made through a request during class, by email, or phone.



Attitude and Professional Behavior

In addition to attendance, I also expect a positive attitude towards learning. This is part of the subjective participation points. Attitude means that you respect me and other members of the class. This respect can be exhibited by listening to others, respecting different attitudes and opinions, keeping unnecessary comments to yourself, and not dominating the class. By dominating the class, I mean constantly interrupting lectures or answering all the questions presented to the class.



"Attitude is a little thing that makes a big difference."

– Winston Churchill

A positive attitude is exhibited by arriving to class on time, staying in class the full period, having assignments completed on time, coming to class prepared to learn, taking notes, participating in

group work, not sleeping, not texting, and not talking while I and your classmates are sharing information on the course concepts. I insist that class members respect the diversity in the classroom and learn to cooperate and work with others. Finally, attitude is exhibited in maturity; some of the topics we will discuss in business are very personal and sensitive. I expect that you try to approach topics in a mature, professional manner.

ADA Policy

A student requiring assistance with the technical portions of the course should contact the Instructor or the Academic Support Center. Services for Students with disabilities are provided through the McKendree Academic Support Center (MASC) in order to help the student integrate into the entire university

experience. MASC provides coordination and implementation of special accommodations for students with documented disabilities.

"When you focus on someone's disability you'll overlook their abilities, beauty and uniqueness. Once you learn to accept and love them for who they are, you subconsciously learn to love yourself unconditionally."

– Yvonne Pierre, *The Day My Soul Cried: A Memoir*

Challenges to Academic Decisions

Students who think that their work has been improperly evaluated or who think that they have been unfairly treated in any academic decision may use the grievance procedures found in the catalog.



"There may be times when we are powerless to prevent injustice, but there must never be a time when we fail to protest."

– Elie Wiesel

Attendance and Participation

I expect you to be in class every class period. The ultimate goal is for you to learn as much about marketing as you can in this semester, and the best way to achieve this is by attending class every day. If you must miss class (e.g., illness, out of town, etc.), let me know the circumstances and get notes from someone in the class. Even if you have to arrive a few minutes late or leave a few minutes early, that is better than missing an entire class period. There are a variety of reasons not to miss a class including:

- 1.) Chances for EXTRA-CREDIT. You never know when an opportunity will appear!!
- 2.) I will clarify the difficult points in the textbook and take any questions.
- 3.) The exams will cover both information from the textbook and from class discussions and activities.

Attendance is part of the overall SUBJECTIVE grade I'll give you for the category of participation. As stated earlier, the expectation is that you'll attend class.



"Lost time is never found again."
Benjamin Franklin

Course Deletions/ Additions

Students may drop or add courses according to the schedules posted by the Office of Academic Records for each semester. Drops and adds are not effective until recorded by the Registrar. A course may not be added after one week from the first class meeting.

*"How dreadful...to be caught up in a game
and have no idea of the rules."*

– *Caroline Stevermer, Sorcery & Cecelia: or
The Enchanted Chocolate Pot*

Email

Every student is issued a McKendree email account, which is one of the major means of communication from departments such as the Office of Academic Records, Student Affairs and the Business Office. All students are responsible for checking their McKendree email accounts regularly, and are accountable for information disseminated to their email accounts. Failure to read university communications sent to McKendree email accounts does not absolve students from knowing and complying with the content of these communications.





Business Experience

Over 35 years of experience in various positions in both marketing and management. Samples of the positions I've held are Director, University Entrepreneurship Center; Director of Operations; Director of Logistics; Manager, Customer Operations; Manager, Customer Loyalty; Customer First Manager; Customer Account Manager; and Lean Six Sigma Black Belt.

Join PBL Today!



*"Try not to become a man of success. Rather become a man of value."
— Albert Einstein*

What Has Influenced Me?

This may sound peculiar to some but it isn't a person, it is an idea. You could call it the American Dream. For me the American Dream is the opportunity to reach your full potential if you are willing to work hard. It is deciding to pursue and achieve a certain thing; and, as life progresses, having the opportunity to change direction as your dreams evolve. That concept has influenced me more than any individual.

MKT 205
PRINCIPLES OF MARKETING

Career Opportunities for You



Marketing offers a variety of career opportunities. Because marketers understand the entire value chain and the importance of each piece of the value chain in delivering what meets the cus-

tomers' needs, there are potentially an endless number of positions where marketing concepts can be effectively utilized. Consequently, because of the unique perspective marketing professionals have, the list of career opportunities is conceivably infinite.

One resource for learning about the job requirements, etc. is through the Occupational Information Network (O*NET). O*NET is the nation's primary source of occupational information and is developed through a grant provided by the US Department of Labor/Employment and Training Administration. As you drilldown into specific jobs, this site provides information on the

knowledge, skills, and abilities required for the job. In addition, it provides information on education requirements and related experience.

Here is the URL for O*NET:
<http://www.onetonline.org/>

An additional site is the Bureau of Labor Statistics' Occupational Outlook Handbook. The *Possible Salary Range* category is pulled from information provided by this site. *

Here is its URL:
<http://www.bls.gov/ooh/management/home.htm>

