

MKT 3350 - 06
INTRODUCTION TO MARKETING
Fall SEMESTER, 2008

INSTRUCTOR: Dr. James B. Wilcox
Phone: 742-3438
Office: BA 811
Office Hours: before class or by appointment
Website: jwilcox.ba.ttu.edu

Text: Pride-Ferrell, *Marketing: Concepts and Strategies*, 2008, Houghton Mifflin

Purpose

The purpose of this course is to provide an introduction to the practice of marketing in profit and non-profit settings, for both domestic and international markets. Special emphasis will be placed on the interface between marketing and other functions of the firm.

Expected Learning Outcomes

1. Know the role of marketing in a firm.
2. Know the role of marketing in society.
3. Know the ethical challenges faced by marketers.
4. Know how to identify, select and sell to various market segments.

Methods of Assessing Expected Learning Outcomes

The course will consist of lectures, class discussion, and applications of the material to your own experiences. Facility with the material will be determined by closed book, multiple choice examinations and the applications papers, as well as by class participation. **Applications and Extra Credit #2 must be typed and handed-in in person.** Extra credit can be earned by completing and handing in two projects that must be turned in by the dates listed on the syllabus. **For any work handed in, late work will not be accepted.** If at the end of the semester you are on the borderline (never more than 1.5% away) for the next higher grade *and you have completed both of the extra credit projects*, I will award the higher grade. If you have not done both of the extra credits and received full credit, such adjustments will not be made.

4 exams @ 100	=	400
5 applications @ 20	=	100
Extra credit (2@5)	=	(10)
Total Points	=	500

Grades will be assigned on the basis of total points attained as a percentage of total points possible: 90% = A, 80% = B, 70% = C, and so on.

Class Conduct and Rules of the Road

Standards of academic honesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12. Special accommodations to students with disabilities will be made, as detailed in Operating Policy 34.22. Student absences for the observance of religious holy days will be allowed, as detailed in Operating Policy 34.19.

In addition to all of the above please note:

1. Attendance is expected but not mandatory. Whether you are present or absent however, you are responsible for all material presented and all announcements made in class.
2. Being responsible for what is covered in class does not mean asking me to repeat the lecture. I did my best the first time and re-runs aren't as good (except for M*A*S*H and Animal House).
3. I will not call you at home if you don't call me at home. I have an answering machine at the office and always read e-mails. Please be sure to use your Tech account since a lot of others get sent to Junk Mail.
4. All work that is turned in is expected to be the original creation of each student (this includes exams). If you can't figure out an answer, make one up; maybe you will get partial credit for humor. If the work matches that of others, no one will get credit and perhaps worse things will happen.
5. Don't ask me if I am going to say anything important in class. I always say something important (in spite of what my wife says). See #1.
6. Cell phones are to be turned off in class. If yours rings, I reserve the right to answer it.
7. I will allow laptops initially. If, however, it becomes clear that PartyPoker.com is holding more of your attention than I am, laptops will be outlawed. Be prepared, however to do some research if an interesting question arises.
8. Be considerate of your classmates. If you have to tell your seatmate about the new server at the Fox and Hound, wait until after class, or go to the Fox and Hound instead of class.
9. I will be happy to discuss grades in my office. I cannot do so by e-mail or by phone. I cannot discuss your grades with anyone but you.
10. I am usually in my office and would be happy to see you. If you are off campus and wish to meet, an e-mail or phone call is a good way to assure that I am here when you arrive.
11. **Be on time for exams. No exams will be given out after the first person has finished and left.**
12. **Late work will not be accepted; don't ask.**
13. **Late work will not be accepted; don't ask.**

14. Sometimes I repeat myself. I am from the department of redundancy department.

<u>DATE</u>	<u>TOPIC/ACTIVITY</u>	<u>READING</u>
26 Aug.	Introduction to course	
28 Aug.	Overview of Marketing	Chapter 1
	Application due: Question #1, page 22	
2 Sept.	Marketing Strategy (Extra Credit #1 due)	Chapter 2
4 Sept.	The Marketing Environment	Chapter 3
	Application due: Question #3, page 81	
9 Sept.	Ethics	Chapter 4
11 Sept.	Consumer Behavior	Chapter 5
16 Sept.	Catch up and review	
18 Sept.	EXAM I	
23 Sept.	Business Markets	Chapter 6
25 Sept.	Global Markets	Chapter 7
30 Sept.	Customer Relationship Management	Chapter 8
2 Oct.	Market Research	Chapter 9
7 Oct.	Market Research	
9 Oct.	Segmentation	Chapter 10
14 Oct.	Segmentation	
	Application due: Question #4, page 294	
16 Oct.	Catch up and review	
21 Oct.	EXAM II	
23 Oct.	Product Concepts	Chapter 11
28 Oct.	Product Management (Extra Credit #2 due)	Chapter 12
30 Oct.	Branding and Packing	Chapter 13
4 Nov.	Services Marketing	Chapter 14
	Application due: Question #4, page 397	
6 Nov.	Channels of Distribution	Chapter 15
11 Nov.	Physical Distribution, Retailing	Chapter 16, 17
13 Nov.	EXAM III	
18 Nov.	Integrated Marketing Communications	Chapter 18,19
20 Nov.	Personal Selling	Chapter 20
	Application due: Question #1, page 569	
25 Nov.	Pricing Concepts	Chapter 21
2 Dec.	Setting Prices	Chapter 22

FINAL EXAM: 4:30 to 7:00, Wednesday, December 10th.