

MARKETING PRINCIPLES (MKT 301)
Fall 2007

“In democracies, nothing is more great or brilliant than commerce; it attracts the attention of the public and fills the imagination of the multitude; all passions of energy are directed towards it.”
Alex de Tocqueville 1840

COURSE TITLE: MARKETING 301 Marketing Principles

COURSE CREDIT: Three Hours

Prerequisites: Junior Standing

TEXT: Marketing: Marketing 13th Ed.
Pride/Ferrell
Houghton Mifflin Co.
ISBN 0-618-47445-5
Website: <http://www.prideferrell.com>

INSTRUCTOR: Professor Stark
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OFFICE HOURS: MTWTH 8:45-11:00
(I am usually in my office when not in class, so feel free to drop by or call for an appointment at other times.)

SYNOPSIS: This course is designed to be the first marketing course encountered by the student. The course will be structured on the foundation of the four components of the “marketing mix” as developed by the authors of the text. After completing the course, the student will be able to identify, explain and then apply important marketing concepts. By applying these concepts cumulatively, the student will develop the ability to confidently and meaningfully analyze marketing case problems.

COURSE OBJECTIVES: Objectives of the course include demonstrating the following competencies:

<u>Core Competency</u>	<u>Demonstration</u>
Traditional Business Understanding	Exams, Class Participation
Communication	Written Term-paper
Critical Thinking	Oral Current Event Presentations
	Case Analysis and Discussion

COURSE ORGANIZATION: There are daily text reading assignments. We will try to discuss the important points in class, however, the student is responsible for the material even if it is not discussed in class. There will be five hour exams in addition to the final. Each student will prepare a Personal Marketing Plan. (See Attached) The final exam will cover Ch. 1-22.

GRADING: The course grade will be determined as follows:

		<u>Grade</u>	<u>Total Points</u>
Five Hour Exams	500	A	630 & above
Personal Marketing Plan	100	B	560-629
Final Exam	<u>100</u>	C	490-559
Total	700 points	D	420-489
		U	Less than 420

ATTENDANCE POLICY: It is important that each student participate in class discussion and contribute to the class in a meaningful way. Attendance at all sessions is expected. You will be credited with 40 points. You will lose 10 points for each absence.

ACADEMIC HONESTY: The highest standards of academic honesty are expected. Any student who compromises the integrity of the academic process is subject to actions as presented in FHSU Catalog.

<u>WEEK OF</u>	<u>CHAPTER</u>	<u>SUBJECT</u>
Aug. 20	Class Orientation 1	Overview of Strategic Marketing
Aug. 27	2 3	Planning, Implementing, Controlling The Marketing Environment
Sept. 3	4 1 st Hr. Exam	Social Responsibility and Ethics
Sept. 10	5 6	Global Markets and International Marketing E-Marketing and Customer Relationship
Sept. 17	7 8	Marketing and Research Info. Systems Target Markets: Segmentation and Eval.
Sept. 24	2 nd Hr. Exam 9	Customer Buying Behavior
Oct. 1	10 11	Business Markets and Buying Behavior Product Concepts
Oct. 8	12	Developing and Managing Products
Oct. 15	3 rd Hr. Exam 13	Branding and Packaging
Oct. 22	14 15	Services Marketing Channels and Supply Chain Management
Oct. 29	16 4 th Hr. Exam	Wholesaling and Physical Distribution
Nov. 5	17 18	Retailing and Direct Marketing Integrated Marketing Communications
Nov. 12	19 20 Personal Marketing Plans Due Nov. 15	Advertising and Public Relations Personal Selling and Sales Promotion
Nov. 19	FALL BREAK	
Nov. 26	5 th Hour exam 21	Pricing Concepts
Dec. 3	22	Setting Prices
Dec. 10	FINAL EXAM	

**NO COVERS PLEASE
STAPLE UPPER LEFT HAND CORNER**

**MARKETING 301
PERSONAL MARKETING PLAN PROJECT**

OBJECTIVE: This individual project assignment is intended to accomplish two objectives: First, to give you the opportunity to learn more about marketing plans and how they are constructed by developing a real plan to market a real product (yourself!); and second, to encourage you to begin to focus upon your career planning efforts at an earlier stage in your undergraduate career. If you put effort into this assignment, you will be well prepared to enter the placement process at the appropriate time before you graduate.

OVERVIEW: Completion of the assignment requires a written report of approximately 6 to 10 typed, double-spaced pages in length, plus appendices. The format you may follow is open, but section sub-headings are required to assist the reader (ME!). The sections of the Marketing Plan report will consist of the following:

- 1) Introduction
- 2) Situation Analysis
- 3) Objective
- 4) Target Market
- 5) Positioning Statement
- 6) Marketing Mix
- 7) Action Plan
- 8) Appendices
- 9) References

EVALUATION: The personal marketing plan will be evaluated based on: 1) inclusion and sufficiency of all elements of the outline and 2) punctuation, spelling, and sentence structure.

INTRODUCTION: This section consists of brief introductory statements about what will follow in your report, its importance to you, and how it will be used to guide your career. The introduction serves to orient the reader regarding the importance you place on this exercise, and how the report is organized.

SITUATION ANALYSIS: This section focuses on where you are at this point of your life, and helps you identify your distinctive competencies.

Significant Life Events: Everyone's life has had its ups and downs, that is, significant events about which you have positive or negative feelings. Please briefly describe the three most significant events of your life, and indicate how these events have shaped your goals, abilities, and attitudes toward your potential contribution(s) to society. For instance, you may have demonstrated persistence, worked hard, or used good human relations skills in overcoming a negative event. These traits may have given you some degree of confidence that hard work and persistence pays off in the long run.

Accomplishments: Identify the three most significant accomplishments you have achieved during your college days. These can include academic, service, and sports achievements. For each accomplishment, identify the area, your objective, the difficulties you overcame, the qualities and abilities you demonstrated to overcome the difficulties, and results. Naturally, the qualities and abilities you list here may duplicate some of the traits you identified in the previous section.

Disappointments: Identify at least one failing during your college career, and describe what that situation taught you about the limits to your capabilities.

Interest Inventory: Identify the six interests that you care about most, and three activities that you care about least from the following list:

- | | | |
|------------|-----------------|-------------------|
| planning | creating | training |
| organizing | designing | mediating |
| leading | analyzing | counseling |
| managing | problem solving | providing service |

administrating	observing	constructing
artistic activity	writing	installing
performing	speaking	operating
exploring	persuading	maintaining
innovating	selling	finance

Strengths: As a result of the preceding exercises (significant life events, accomplishments, disappointments, and interest inventory), you should feel relatively comfortable that you know your key strengths and weaknesses. (If you are still unsure, however, please visit the Kelly Center and ask for Help. The Center has many diagnostic exercises and counselors who will be pleased to offer assistance.) In this section, summarize the key findings of the preceding analysis by identifying your ten most important qualities. These are the qualities upon which you will build a successful career.

Weaknesses: Summarize the limits to your interests and abilities. These are the areas in which you will either want to take steps to improve your performance or avoid by selecting jobs that do not require skills in these areas.

Opportunities: In order to complete this next step, you will need to have a college major in mind. (If you are currently undecided, select any one of the majors you are currently considering. Your advisor and Career Services can assist you.) Identify three trends that will positively affect the need for persons with college degrees in your major over the next five years. Specify the kinds of jobs, the industries, or the companies that will be increasing their hiring as a result.

Threats: Identify at least one trend that will negatively affect the need for college graduates in your specialty over the next five years. Specify the kinds of entry-level jobs, the industries, or the companies that will be decreasing their hiring as a result.

Now write a summary paragraph about your **SWOT** analysis in which you summarize what you've done and reiterate the significance of what you've concluded.

OBJECTIVE: In this section, take a long term perspective on your career. Describe the ideal job position for you ten years after graduation. Identify the ideal industry you would be working in, the region of the country (or world) where you will work, the name of the industry, the name of an ideal employer, your title, your job duties, and your annual income. Write a paragraph describing what accomplishments you would like to be known for in this ideal job. This is your long-term career objective.

TARGET MARKET: Now take a short term perspective, focusing upon the first job you will hold after completion of schooling. This job will be an entry-level opportunity in which you will establish a reputation for success and accomplishments. It will lead to future advancement, and ultimately to your career objective. Identify the top three industries in which you would like to work and explain why. Pick one of these industries, and name at least three employers in this industry (both name of company and address) with whom you would consider working. Provide a rationale for this selection. Identify three possible entry-level positions that these employers require and in which you have an interest. Now, create a 3 X 3 market segmentation grid by listing employers vertically and positions horizontally. Rate each employer-position on criteria of your choosing. Select the best employer-position to serve as your "target market."

Now provide a complete description of the employer's needs for this position. Include in your description a list of the skills and interests they will require (Career Services and the Library can help answer this question.) Compare these to the skills and interests you developed in the situation analysis section.

POSITIONING STATEMENT: Now develop a positioning statement in the following form:

"To _____ (company name), _____ (your name) is the candidate for _____ (position) who offers _____, and _____
(list up to five distinctive skills or competencies from your **SWOT** analysis.)

For each of the distinctive skills or competencies you list, write a short paragraph which provides descriptive support and demonstrates why you believe you possess that competency.

MARKETING MIX: This section of your plan shows how you will use the 4 P's to market yourself.

Product: Use this section to identify what refinements or embellishments you will need to make in the "product" (that's you) so that you meet the needs of the target market. Include the skills you need to improve upon, and how you intend to do so (take a specific elective course, attend a Career Services seminar, go to grad school, assume a leadership position in a school organization, take a specific internship, get a supporting summer experience, improve your GPA, buy a suit, etc.).

Place: Identify how you intend to make contact with the target employer (cold call, network contact, want ad reply, etc.) Identify the name, address, and phone number of the individual who will make the hiring decision. Identify the names and locations of other people who can provide you with insight about this individual and the specific needs of the job or company. Determine when, where, and how you will contact these people for advice (informational meetings?)

Price: Look up current information on starting salaries for the job position in the industry and geographic location you have targeted. Cite a reference for your information. Identify what you believe is a fair starting salary (for you) given your distinctive competencies and track record.

Promotion: Develop four communications designed for the target audience and place them in the appendix. These will include a resume, a resume cover letter, an approach letter for informational meeting, and a thank you note for the informational meeting. Describe how you will use these elements in communicating with your target.

(The approach letter for an informational meeting is designed to help you get a meeting with someone who can give you career assistance because of in-depth knowledge about our target industry, company, position, or your potential boss. This source is often a friend-of-a-friend or a friend-of-a-parent, but the approach letter is necessary to increase the potential that the individual will accept your call or return your call. This source often possesses a wealth of job leads. It is proper protocol to send a personal thank-you note to the source after the meeting.)

Once you obtain an interview, you will need to make a good first impression. In preparation for this eventuality, write a one-page answer to the standard interviewer question, "Tell me about yourself." In this answer, you should identify your distinctive competencies (from your positioning statement), show how you came to develop these competencies, and tell how these competencies make you well-qualified for the job. This page should also be placed in the appendix.

ACTION PLAN: Compile a list of all the actions you will need to do to implement your plan. Arrange them in chronological order and indicate when you will do them, including specific target dates. Include all the actions that you plan to do for developmental reasons, too.

APPENDICES: include the following:

- Resume
- Resume Cover Letter
- Approach Letter for Informational Meeting
- Thank You Note After Informational Meeting
- Tell Me About Yourself Statement

REFERENCES: This section should include (in proper English format) all the information sources you used, including any interview you conducted to gather information. You should use at least five references.

GENERAL INFORMATION: This project is not one that can be postponed until the end of the semester. To do a good job, it must be worked on throughout the entire term.

CURRENT EVENT REPORT FORM

STUDENT: _____ CHAPTER REFERENCE: CHP-_____

ARTICLE SOURCE (PUBLICATION): _____

ARTICLE DATE: _____

SUBJECT: _____

KEY POINTS: _____

SIGNIFICANCE OF THE "NEWS": _____
