

## Principles of Marketing (MKT2100-80)

Winter 2014

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### Course Description

This course is designed to introduce you to the basic principles of marketing, including, but not limited to marketing strategy, marketing mix, pricing, distribution, selling, promotional activities, consumer behavior and marketing research. Major emphasis is on techniques for solving business problems, the development of marketing policies, and the sale of consumer and industrial products. Various marketing decisions are examined with respect to product planning, channels of distribution, promotion activity, selling and sales management, pricing, and international marketing.

### Course Materials

Required Textbook: Philip Kotler and Cary Armstrong (2014), *Principles of Marketing*, 15<sup>th</sup> ed, Pearson Prentice Hall

### Course Objectives

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in marketing as well as other business/social science disciplines.

Specifically, the course objectives are:

- To provide you with knowledge of the history of the field of marketing and the current understanding of the definition and scope of marketing
- To familiarize you with basic marketing vocabulary
- To understand the marketing process and the variables that influence it, and are influenced by it, in consumer and business to business markets

- To illustrate marketing activities and ways that marketing relates to other business activities
- To provide you with frameworks for developing marketing strategy and a working understanding of tools and tactics useful in implementing marketing strategy
- To sharpen your analysis of business strategy and tactics from a marketing perspective

## Grading Policy

Your performance will be evaluated based upon your case discussion, project, and performances on two exams.

	<b>Assignment</b>	<b>Total %</b>
<b>Introduction</b>	Introduction to class	5%
<b>Case discussion</b>	3 (10% each)	30%
<b>Project</b>	3-5 power point slides	25%
<b>Exam 1</b>	20 multiple-choice questions	20%
<b>Exam 2</b>	20 multiple-choice questions	20%
<b>Total</b>		100%

## Introduction

Introduce yourself in the Class Café under the Discussion Board so we can all get to know each other. Include why you are taking this course, any fun or interesting info about yourself, and a brand that best describes you and why.

## Case Discussion

For each case discussion, every one is required to submit a one page case summary through Blackboard while participating in the discussion board. The assigned cases are:

- Case 1 (Xerox: “Adapting to the turbulent Marketing Environment”, pg 96: Q. 3 & 5)
- Case 2 (Marketing Technology: “Google’s Glasses”, pg 219, Ques. 1)
- Case 3 (Amazon vs. Walmart: “Fighting It Out Online on Price”, pg 335, Ques. 3 & 4)

## Final Project

Each student is to submit via email a mini-marketing plan on either Starbucks or Dunkin Donuts. It should be 3-5 powerpoint slides and include the following:

- SWOT analysis and Competitive Landscape

- Segmentation, Target customer, and Positioning
- Value Proposition
- Promotional Strategy

## **Exams**

The exams will each consist of 20 multiple choice questions to be taken online.

## **Class Conduct**

- This semester is VERY short and covers a significant amount of information. I strongly recommend following closely the schedule of the due dates. Please be advised NOT to do the assignments, discussions, and the paper at the last hour of the due date. If you choose to do so, you will be responsible for any unpredicted technical problems. I WILL NOT extend the due date as a result of a last minute technical problems and you will lose credits for those assignments/quizzes.
- Late submissions for assignments, paper, and exams WILL NOT be accepted. If a student is permitted a late submission of an assignment/proposal he/she will be able to receive maximum 75% of the assignment grade.
- Makeup exams WILL NOT be provided. Please refer to the class schedule for detailed information.
- No additional work will be available for students to improve their final grade.

## **Academic Honesty**

In order to protect and maintain a superior learning environment at Cotsakos College of Business, all students must review and adhere to William Paterson University's Academic Honesty Policy. For details, see:

<http://www.wpunj.edu/academics/graduate-studies-and-research/academic-policies.dot>

<http://www.wpunj.edu/academics/undergraduate-catalog.dot>

Forms of academic dishonesty include plagiarism, fabrication, cheating, and academic misconduct. Students are responsible for the authenticity of material submitted both for individual and group work.

## Class Schedule

Date	Topic	Chapter Readings	Case Discussion	Notes
1 (Dec 26)	Course set up			
2 (Dec 27)	What is marketing Value of customers	Chap 1	Introduction Due	
3 (Dec 28)	Marketing strategy	Chap 2		
4 (Dec 29)	Marketing environment	Chap 3	Case 1 (Xerox, pg 96)	
5 (Dec 30)	Buyer behavior	Chap 5		
6 (Dec. 31)	Segmentation	Chap 7		
7 (Jan 2)	Marketing research	Chap 4	Case 2 (Google's Glasses, pg 219)	
8 (Jan 3)	Products/brands	Chap 8		
9 (Jan 4)	New product development and PLC	Chap 9		
10 (Jan 5)	Exam 1		Exam 1	
11 (Jan 6)	Pricing/Pricing Strategies	Chap 10 & 11		
12 (Jan 7)	Marketing channels	Chap 12	Case 3 (Amazon vs Walmart, pg. 335)	
13 (Jan 8)	Communication strategy	Chap 14		
14 (Jan 9)	Advertising/PR & Sales Promotion	Chap 15 & 16	Final Project Due	
15 (Jan 10)	International marketing	Chap 19		
16 (Jan 11)	Exam 2		Exam 2	

Please note the instructor reserves the right to modify the syllabus either in class or on the course blackboard from time to time to meet the overall objectives of the course.