



# University of North Carolina - Pembroke

## SCHOOL OF BUSINESS

MKT 3120 Syllabus  
Spring 2007

Christopher Ziemnowicz, Ph.D.  
telephone: 910-521-6286 email: ziemnow@uncp.edu

### PRINCIPLES OF MARKETING

An introductory course in basic marketing principles is viewed from the perspective of a marketing manager. Topics covered include the marketing concept, product analysis, consumer behavior, channels of distribution, pricing, promotion, international marketing, and marketing's role in society.

**PREREQUISITE:** none

#### Justification:

This is the first course in marketing to prepare students for more advanced work. The main aim is to provide an introduction to the key thoughts and applications of marketing and its role as a business function. This course serves to examine the following: marketing's function within the firm and in society; the theory and method of the marketing discipline; and to consider aspects of marketing as a profession, including marketing ethics.

Students should derive three benefits:

- (1) Appreciate the function and presence of marketing in all organizations.
- (2) Becoming wiser consumers.
- (3) Improving self-marketing abilities.

#### Course Objectives:

The overall objective is to provide a strong conceptual framework for the study, understanding, and application of the principles of marketing, especially as these apply to a dynamic economic environment. It is necessary to understand both the fundamental concepts, as well as the effective application of these ideas. This course is designed to provide an opportunity to analyze and evaluate ideas:

- To increase the **relevance** of marketing theory within one's environment.
- To increase your **knowledge** and understanding of marketing concepts and terminology.
- To increase **identification** and analytical skills through study of specific marketing topics.
- To practice the **application** of analytical skills to diagnose business situations.

#### Course Philosophy:

- Marketing competence cannot be acquired solely in the classroom. One learns by experience... but textbook and classroom activities shorten the time and effort required for competence attainment, provided that the individual possesses the required internal skills and capabilities.
- Logical reasoning does not necessarily lead to success in marketing... but it does improve one's odds.
- One is not taught, one learns. Active participation and getting oneself "involved" in the subject matter will help "master" the material.
- The essence of knowledge is abstract principles... but, they are best illustrated by real world examples. This course will attempt to transition from marketing theory to real world application.

#### Class Format:

A variety of teaching and learning methods will be used in the presentation of the course materials. Most common will be the formal lecture, however, students will also be involved in discussion, current issue projects, field experiences, and group participation. Other activities will be introduced such as case study method, which encourages students to apply their analytical skills to practical marketing problems. The purpose of these techniques will be to provide "real-world" examples of the marketing issues under discussion.

Note: Principles of Marketing is intended as a business core introductory course. Consequently, students are not expected to have prior knowledge, exposure to or awareness of marketing concepts. The emphasis is on the use of insights borrowed from

different social sciences in helping marketing manager to make decisions. As a result, you are expected to be provocative. You should not be reserved about contributing thoughts and observations during the course.

### Course Requirements:

- **Participation**

Students must be prepared to participate in matters related to assigned topics. Please read the textbook material as scheduled before it is covered in class. Attendance is expected unless specifically excused. Should you find it necessary to miss a class, you are responsible for knowing what happened in class. Students are encouraged to form study groups. You must be prepared for all assignments and tests as scheduled. No credit will be given for missed or late assignments. There will be no make-ups, except in instances fitting health, weather, or University approved functions. In all cases, policies and regulations will be applied as described in **UNCP's Catalog**.

- **Readings**

Active reading is a must. This means attacking each chapter by writing down your interpretation of what you have read and forcing yourself to react to what you have read. Make notes and jot down ideas that come to you as you read. If you underline or highlight, do so very selectively. If you merely highlight most of the text, you have done little to help yourself. Slow down and stop at important sections within each chapter and answer the discussion questions. At the end of each chapter you should make a few notes about what you have learned. Moreover, the textbook's Internet site has interactive exercises to help you learn the core marketing concepts.

- **Written Cases**

Cases or topics may be assigned for which each student should present their findings in a short word-processed summary (two pages maximum). In most cases, the assigned topics will be related to textbook cases, current events, and articles found in **Fortune, Business Week, Advertising Age**, or other sources. This will show evidence of active participation in the application of course subject material and a learning experience taken out of the classroom.

- **Marketing idea presentation**

Establish teams do develop, prepare, and present a marketing plan for marketing the School of Business or a concentration offered by UNCP. These marketing plans will be presented by each team and evaluated by the class members.

- **Tests**

Four tests will be given consisting of multiple choice, true/false, and short answer questions. The last test will emphasize topics in the latter part of the course and it will include questions on major topics within the course. If you are going to miss an exam, you must let me know before the exam is given. You can leave me a telephone message.

### Evaluation:

Does one measure effort or results? The focus of the evaluation process in this course will be to determine how much of a skill or body of knowledge the student knows. This is a result or criterion-referenced approach to certify a level of competence. Therefore, assessment will be based upon achievement in the course distributed as follows:

Four Tests (15% each)	60%
Team marketing idea project	20
Written cases	10
Attendance and class participation	<u>10</u>
	100%

Final letter grade for each student's score will be earned according to the following:

Superior	Outstanding	Good (Average)	Poor	Failure
100 — 91 = A	90 — 81 = B	80 — 71 = C	70 — 61 = D	60 — 0 = F

UNCP policy concerning: academic regulations, plagiarism and academic honesty will apply in this course. Students are encouraged to work with others for study purposes. However, any lack of integrity (such as sharing of assignments or exams) will be dealt with according to UNCP policies.

**Office Hours:** Students are encouraged to meet with me. I can be reached on campus in Business Administration # 125, email: [ziemnow@uncp.edu](mailto:ziemnow@uncp.edu), telephone: 910-521-6286.

Posted office hours: Tuesday 1 to 2 pm, Wednesday 11:30 am to 12:30pm and 2 to 4:30 pm; Thursday 1 to 2 pm; as well as by appointment.

**Text:** Pride and Ferrell. **Foundations of Marketing**, 2nd Edition. Houghton Mifflin, 2007.

**Mobile phones in the classroom:** Some people need to carry a cell phone to forestall a genuine medical emergency. Otherwise, you must turn off all phones, pagers, and other telecommunications devices.

**Special Needs:** UNCP University is committed to responding to the needs of students with disabilities, as defined by the Americans with Disabilities Act and Section 504. Students who request academic accommodations or modifications related to a disability should first contact the appropriate office.

## Course Schedule

This is a planning effort only. It is subject to change by the instructor and the pace of the topics.

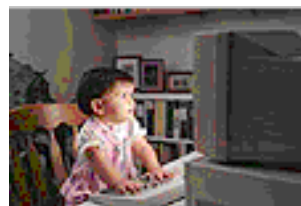
	Class meetings	Readings	Topic	Test #
1	January 8, 10	Intro and Chapter 1	Marketing's Role in Business and Society	
2	January 15, 17	Chapter 2	Planning Marketing Strategies	
3	January 22, 24	Chapter 3	The Marketing Environment, Social Responsibility, and Ethics	
4	January 29, 31	Chapter 4	E-Marketing and Customer Relationship Management	#1
5	February 5, 7	Chapter 5	Global Markets and International Marketing	
6	February 12, 14	Chapter 6	Marketing Research and Information Systems	
		Chapter 7	Target Markets: Segmentation and Evaluation	
7	February 19*, 21*	Chapter 8	Customer Buying Behavior	#2
8	February 26, 28	Chapter 9	Business Markets and Buying Behavior	
9	March 11, 13	Chapter 10	Product, Branding, and Packaging Concepts	
		Chapter 11	Developing and Managing Goods and Services	
10	March 18, 20	Chapter 12	Pricing Fundamentals	
11	March 25, 27	Chapter 13	Pricing Management	
12	April 1*, 3*	Chapter 14	Marketing Channels and Supply-Chain Management	#3
		Chapter 15	Retailing, Direct Marketing, and Wholesaling	
13	April 8, 10	Chapter 16	Integrated Marketing Communications	
14	April 15, 17	Chapter 17	Advertising and Public Relations	
15	April 22, 24	Chapter 18	Personal Selling and Sales Promotion	
16	Final Exam Week			#4

### Miscellaneous:

- If you have a question, stop me. If you have comments to make, stop me. If you cannot understand me, or I am going to fast or too slow, stop me. I would like to establish a two-way flow of communication. However, I cannot read your mind and if you do not tell me what you are thinking, there is no way for me to know.
- If you have a suggestion or criticism of the course, the material, or my teaching, I hope you will let me know. Critical thinking and constructive criticism are the backbone of the educational process. It is your right, indeed your responsibility, to suggest ways in which we can work together to improve your educational experience.



Don't be "stuck" in the middle of the ocean with a problem all by



Jump on the technology available and use it to your best advantage as



Be prepared for all possible situations. Have contingency plans



After you have achieved your objectives you will be rewarded.

yourself. Form study groups and ask for assistance!	soon as possible. Your competitors are using it!	and be ready with the proper tools for the "worst case" scenario!	Enjoy the fruits of your labor, but not before!
---	--	---	---