

**Gustavus Adolphus College
Department of Economics and Management**

**E/M 260 – 001/002: MARKETING
M/T/W/F 9:00AM – 9:50AM, BH 311, Fall 2015
M/T/W/F 10:30AM – 11:20AM, BH 311, Fall 2015**

Instructor: Wei Fu

Phone: 507-933-6141

Office Hours: Monday to Thursday: 1:30 PM – 3:00 PM or by appointment

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Course Description

MKTG 260: Marketing is the introductory course in the undergraduate marketing curriculum. The goal of the course is to present a survey introduction to the basic concepts of marketing and the activities of the marketing manager, operating both in the domestic and international marketing arenas.

Course Objectives

- Develop the student's understanding of the basic concepts and terminology of marketing in both domestic and international contexts.
- Develop an appreciation of the complexity of the marketing environment.
- Expose the student to the key functions of marketing management.
- Develop an appreciation of the role of marketing in management of relationship with customers, employees, partners, and competitors.
- Present current, "real time" examples of market positioning and marketing management in action, covering the planning and execution of marketing strategies.
- Develop a sense of how marketing relates to other functions.
- Understand the important legal and ethical issues associated with marketing practices.
- Identify career opportunities for the student in marketing management.
- Improve oral and written communication skills.
- Present an opportunity to work as a team.

Teaching Techniques

E/M 260: Marketing will involve several teaching techniques, including the following:

- Lecture presentation of basic marketing concepts.
- Audiovisual material illustrations of "real time" marketing management in action.
- In—class student question and answer sessions / student discussion of course contents.
- Outside speakers reporting on developments in marketing management and strategies for professional positioning.

Required Textbook

Marketing: An Introduction
Armstrong and Kotler
11th Edition
Pearson/Prentice Hall, 2015

Moodle Class Website:

A class website on Moodle has been created for posting messages, class announcements, and additional study materials.

Grading Criteria

The course grade will be based on the following required grading elements.

Required Grading Elements	Maximum Grade Points
Class Discussion	30*
Attendance	30
Quizzes	80
Three Team Projects (20/each)	60
Exam 1(35 questions)	35
Exam 2(35 questions)	35
Exam 3(35 questions)	35
Exam 4(35 questions)	35*
Final Exam: 35 questions examination in Final Exam week	35
Total Number of Potential Grade Points	340

*see explanations blow

Class Discussion. Class discussion is an important part of the course. The student is strongly encouraged to participate in discussion during the class time. Additional points available beyond 30 points indicated will be considered as extra credit points.

Attendance. Attendance is required for this class. An excused absence will be granted only for personal illness, death in the family, or other EXTRAORDINARY circumstances, and must be verified in writing by a physician or appropriate authority. The penalty for absence will be 2 pts per occasion, and the penalty for being late will be 1 pt per occasion.

The Occasional Ten Minutes Quizzes. I will randomly give occasional ten-minute quizzes, which are unannounced quizzes based on material covered in that day's or the previous class's lecture, throughout the semester. Each quiz will be worth 8 points.

- a) An unexcused absence on the day of a quiz will result in a "0" for that quiz. *Arriving late for a quiz will also result in a "0"!*
- b) **Excused Absences.** Some absences may qualify as "Excused Absences," e.g., personal medical problems, family crises (family death, serious family illness), jury duty, court appearances, etc. Proof of reason for an absence due to an illness or family crisis **requires documentation. Job/work vs. class attendance conflicts do not automatically qualify as reasons for an Excused Absence.**
- c) Students who miss a quiz with a **valid written excuse** will be assigned the class average for that quiz. For example, if you miss quiz #7, and the class average for that quiz was 2.5 out of 4 points, you will be given 2.5 points for that assignment. Keep in mind that you **MUST** have documentation for an absence to be excused – calling my office and leaving a voice mail or e-mailing me that you won't be in class is not sufficient.

Team Project

The purpose of the project is to give your team an opportunity to apply topics / ideas that the book either does not mention or just gloss over. We will have 7 teams, and each team has 4-5 class member. Topics / presentation ideas will be given during class.

Examinations. There will be *five* in-class exams. The exams are comprised of multiple-choice questions, and you can drop the lowest exam grade.

Calculation of the Course Grade. The course grade will be based on the class performance on these required assignments, with possible scores totaling 340 points.

A: 90%-100%

B: 80-89%

C: 70%-79%

D: 60%-69%

F: <59%

I will be giving some extra credit opportunities.

Optional Research Report Assignment for Extra Credit.

Individual students interested in earning extra grade credit in E/M 260 may write a special Optional Research Report.

A total of up to **30** extra points can be earned on the Optional Research Report. These extra points are to be added to the individual's total grade points **AFTER** the final grade has been determined.

The Optional Research Report will involve:

- Identification of a new or unique marketing concept/product/service of particular interest to the student.
- Analysis of the "real time" marketing strategy and tactical execution by the topic firm and critique of strategy and implementation in comparison with two selected relevant competitors.
- In the depth field interviews with the operating managers of the topic firm and the two selected relevant competitors.

The detailed mechanics of the Optional Research Report are outlined in the handout, ***ANALYZING MARKETING STRATEGY: AN OPTIONAL RESEARCH REPORT***. The Optional Research Report will be discussed in depth in class over the semester.

CLASS POLICIES

Disability Services. “If you have a documented disability (or you think you may have a disability of any nature) and, as a result, need reasonable academic accommodation to participate in class, take tests, or benefit from the College’s services, then you should speak with the Disability Services staff, for a confidential discussion of your needs and appropriate plans. Course requirements cannot be waived, but reasonable accommodations may be provided based on disability documentation and course outcomes. Accommodations cannot be made retroactively; therefore, to maximize your academic success at Gustavus, please contact Disability Services as early as possible. Disability Services (www.gustavus.edu/advising/disability/) is located in the Academic Support Center. Disability Services Coordinator, Kelly Karstad, (kkarstad@gustavus.edu or x7138), can provide further information.”

Academic Misconduct. *Faculty Handbook* Section 2.2.9, November 2006.

All students in attendance at Gustavus Adolphus are expected to be honorable. Academic misconduct will be subject to disciplinary action. Any act of dishonesty in academic work constitutes academic misconduct. This includes plagiarism, the changing or falsifying of any academic documents or materials, cheating, and the giving or receiving of unauthorized aid, in tests, examinations, or other assigned school work. Penalties for academic misconduct will vary with the seriousness of the offense and may include, but are not limited to: a grade of “F” on the work in question, a grade of “F” for the course, reprimand, probation, suspension, and expulsion. For a second academic offense, the penalty is permanent expulsion.

Tentative Schedule (Fall, 2015)

Date		Assignment
09/08	Tuesday	Course Introduction
09/09	Wednesday	Chapter 01
09/11	Friday	Chapter 01
09/14	Monday	Chapter 01/02
09/15	Tuesday	Dr. Johnson
09/16	Wednesday	Chapter 02
09/18	Friday	Chapter 02
09/21	Monday	Chapter 03
09/22	Tuesday	Chapter 03
09/23	Wednesday	Chapter 03
09/25	Friday	Examination 1: 35 Questions (Chapters 1, 2, &3)
09/28	Monday	Chapter 04
09/29	Tuesday	Chapter 04
09/30	Wednesday	Chapter 04
10/02	Friday	Chapter 05
10/05	Monday	Chapter 05
10/06	Tuesday	Nobel Conference
10/07	Wednesday	Nobel Conference
10/09	Friday	Chapter 05
10/12	Monday	Chapter 07
10/13	Tuesday	Chapter 07
10/14	Wednesday	Chapter 07
10/16	Friday	Examination 2: 35 Questions (Chapters 4, 5, &7)
10/19	Monday	Chapter 08
10/20	Tuesday	Chapter 08
10/21	Wednesday	Chapter 09
10/23	Friday	Chapter 09
10/26	Monday	Fall Break. No Class
10/27	Tuesday	Fall Break. No Class
10/28	Wednesday	Team Project 1
10/30	Friday	Team Project 1
11/2	Monday	Chapter 10
11/3	Tuesday	Chapter 10

11/4	Wednesday	Chapter 10
11/6	Friday	Examination 3: 35 Questions (Chapters 8, 9, & 10)
11/9	Monday	Chapter 11
11/10	Tuesday	Chapter 11
11/11	Wednesday	Chapter 11
11/13	Friday	Chapter 12
11/16	Monday	Chapter 12
11/17	Tuesday	Chapter 12
11/18	Wednesday	Chapter 13
11/20	Friday	Chapter 13
11/23	Monday	Team Project 2
11/24	Tuesday	Team Project 2
11/25	Wednesday	<i>Thanksgiving. No Class</i>
11/27	Friday	<i>Thanksgiving. No Class</i>
11/30	Monday	Examination 4: 35 Questions (Chapters 11, 12, & 13)
12/01	Tuesday	Chapter 14
12/02	Wednesday	Chapter 14
12/04	Friday	Chapter 14
12/07	Monday	Chapter 15
12/08	Tuesday	Chapter 15
12/09	Wednesday	Chapter 15
12/11	Friday	Team Project 3
12/14	Monday	Team Project 3
12/15	Tuesday	Optional Research Paper Due
12/17	Final Week	Final Exam: 35 Questions (Chapters 14 & 15)

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- The instructor reserves the right to make changes to the tentative syllabus.

ADDITIONAL COURSE INFORMATION

I will not send messages to Gmail, Hotmail, Facebook, or Twitter.