

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

**E/M 260 – 002: MARKETING
M/T/W/F 11:30AM – 12:20AM, BH 301, SPRING 2016**

Instructor: Wei Fu

Phone: 507-933-6141

Office Hours: Monday, Tuesday, and Wednesday 2:30PM – 4:00PM 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

MKTG 260: Marketing will involve several teaching techniques including:

- Lecture presentation of basic marketing concepts.
- Audiovisual material illustrations of "real time" marketing management in action.
- In-class student question and answer/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
12th Edition
Pearson/Prentice Hall

Moodle Class Website:

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

Grading Elements and the Grading Formula

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

<u>Required Grading Elements</u>	<u>Maximum Grade Points</u>
Class Discussion (Vary)	40*
Attendance	30
Quizzes	80
Projects	90
Exam 1(35 questions)	35
Exam 2(35 questions)	35
Exam 3(35 questions)	35
Exam 4(35 questions)	35*
Final Exam: 35 question examination in Final Exam week	35
Total Number of Potential Grade Points	380

Class Discussion. Class discussion is an important part of the course. The student is highly encouraged to participate in discussion during the class time. Random points available beyond 40 points will be considered as extra credit points.

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

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

- a) An unexcused absence on the day of a quiz will be interpreted as a "0" for that quiz.
Arriving late for a quiz will also be counted as 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 absences due to illness or family crises **requires documentation. Job/work vs. class attendance conflicts do not automatically qualify as 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 was 2.5 out of 8 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.

Examinations. There will be five in-class exams. The exams are 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 totaling 380 points.

- A: 90%-100%
- A⁻: 85%-90%
- B: 80-84%
- 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 MKTG 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 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 (Spring, 2016)

Date		Assignment
02/08	Monday	Course Introduction
02/09	Tuesday	Chapter 01
02/10	Wednesday	Chapter 01
02/12	Friday	Chapter 01
02/15	Monday	Chapter 02
02/16	Tuesday	Chapter 02
02/17	Wednesday	Chapter 02
02/19	Friday	Project 1 (Retail Firm)
02/22	Monday	Presentation
02/23	Tuesday	Presentation
02/24	Wednesday	Chapter 03
02/26	Friday	Chapter 03
02/29	Monday	Chapter 03
03/01	Tuesday	Examination 1: 35 Questions (Chapters 1, 2 &3)
03/02	Wednesday	Chapter 04
03/04	Friday	Chapter 04
03/07	Monday	Chapter 04
03/08	Tuesday	Chapter 05
03/09	Wednesday	Chapter 05
03/11	Friday	Chapter 05
03/14	Monday	Chapter 07
03/15	Tuesday	Chapter 07
03/16	Wednesday	Chapter 07
03/18	Friday	Project 2 (Social Media)
03/21	Monday	Presentation
03/22	Tuesday	Presentation
03/23	Wednesday	Examination 2: 35 Questions (Chapters 4, 5, &7)
03/25	Friday	<i>Spring Break. No Class</i>
03/28	Monday	<i>Spring Break. No Class</i>
03/29	Tuesday	<i>Spring Break. No Class</i>
03/30	Wednesday	<i>Spring Break. No Class</i>
04/01	Friday	<i>Spring Break. No Class</i>
04/04	Monday	Chapter 08 (Start Project 3: Pricing)

04/05	Tuesday	Chapter 08
04/06	Wednesday	Chapter 08
04/08	Friday	Chapter 08
04/11	Monday	Chapter 09
04/12	Tuesday	Chapter 09
04/13	Wednesday	Chapter 09
04/15	Friday	<i>[Choice, Happiness, and Spaghetti Sauce: Malcolm Gladwell TED]</i> https://www.ted.com/talks/malcolm_gladwell_on_spaghetti_sauce
04/18	Monday	Chapter 10
04/19	Tuesday	Chapter 10
04/20	Wednesday	Chapter 10
04/22	Friday	Examination 3: 35 Questions (Chapters 8, 9, & 10)
04/25	Monday	Chapter 11
04/26	Tuesday	Chapter 11
04/27	Wednesday	Chapter 11
04/29	Friday	Chapter 12
05/02	Monday	Chapter 12
05/03	Tuesday	Chapter 12
05/04	Wednesday	Project 3 (Pricing) Presentation
05/06	Friday	Project 3 (Pricing) Presentation
05/09	Monday	Examination 4: 35 Questions (Chapters 11 & 12)
05/10	Tuesday	Chapter 13
05/11	Wednesday	Chapter 13
05/13	Friday	Chapter 13
05/16	Monday	Chapter 14
05/17	Tuesday	Chapter 14
05/18	Wednesday	Chapter 14
05/20	Final Week	Final Exam: 35 Questions (Chapters 13 & 14)

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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, and Twitter.