

Fall 2011

Dr. Bruce H. Johnson

E/M 260 MARKETING

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Office Hours	Monday to Thursday 2:30 to 4:00 and by appointment Fall 2011 – I have classes at 9, 10:30, 12:30, and 1:30
Course Meeting	9:00 to 9:50 section NAB 311 10:30 to 11:20 section NAB 301

PERSPECTIVES ON EM 260:

“Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational objectives” (one of several similar definitions). We will take the position that marketing is an activity common to almost all organizations regardless of their profit or not-for-profit orientation. For instance, Gustavus, a large non-profit, markets itself to potential undergraduates and others. And, we will further argue that marketing could apply to the individual as well as to the organization. You will be marketing your skills, abilities, energy, and motivation as you enter the labor market.

COURSE OBJECTIVES – SEMESTER OUTCOMES:

- 1) Be familiar with key marketing concepts.
- 2) Be able to identify these concepts within an actual marketing campaign or case.
- 3) Be able to identify where a marketing concept could be appropriately applied.
- 4) Be able to write and support a comprehensive marketing strategy.

Marketing is a social construct practiced in differing formats in a wide range of social situations and cultures. Although marketing foundations are essentially the same, the application of marketing ranges widely across settings or cultures or countries. So, to understand the application of marketing, at times it is best to have a solid understanding of the social/cultural context in which marketing is being applied.

There are an abundance of terms, definitions, models and concepts in this course. I want to be confident you understand and can articulate these marketing ideas, and I want you to be confident and competent in correctly analyzing and applying those marketing ideas.

Finally, “marketing” is not a neutral term. It is often used negatively, implying a marketer has or is using an unfair tactic to encourage a naïve consumer to purchase an unneeded product (or service or idea). At times such criticisms are correct

REQUIRED TEXT:

MARKETING Kerin, Hartley, Rudelius McGraw-Hill Irwin 10th edition

You can purchase a hard copy of the text at the bookstore. Alternatively, you can purchase a 100% on line version of the text. Alternatively, you might choose to share the text.

GRADE DETERMINATION:

Three exams (1/3, 1/3, 1/3)	60%
Group/team projects	30%
Participation/Involvement in this class	10%

A close estimate regarding exam coverage:

First exam	Chapters: 1, 2, 3, 4, and 5
Second exam	Chapters: 8, 9, 10,11, 12, and parts of 13 and 14
Final exam	Chapters: 15, 16, 17, 18, 19, 20, and 22

GRADING STANDARDS:

A 92%	C+ 78%	F less than 62%
A- 90	C 72	
B+ 88	C- 70	
B 82	D+ 68	
B- 80	D 62	

ADDITIONAL COURSE INFORMATION:

I will send frequent emails to your gac.edu account. CHECK EACH DAY. I will not send messages to gmail, hotmail, Facebook, Twitter, whatever.

We will spend the first few minutes of most class sessions summarizing current local, state, federal, national, or international news events. Those few minutes might lead to a better understanding of terms or concepts or issues relevant to your Gustavus major and to marketing.

Be familiar with the college's expectations concerning academic honesty. Violations will result in appropriate consequences. The following statement is a reminder tied to all work, graded assignments and projects: ON MY HONOR, I PLEDGE THAT I HAVE NOT GIVEN, RECEIVED, OR TOLERATED OTHERS' USE OF UNAUTHORIZED AID IN COMPLETING (THIS) WORK.

Expect frequent email messages with links to current marketing articles. You should certainly read those articles and take notes of the key marketing ideas. I cannot

emphasize enough the importance of checking your Gustavus email account. Those articles are important and are potential exam material.