

# Principles of Marketing

## Section 6

Chris Schrage, Curris Business Building 5G  
www.uni.edu/~schragec schragec@uni.edu 319-273-2126

### INSIDE THIS ISSUE

- 1 Course Objectives
- 1 Course Resources
- 2 Study Schedule
- 2 Participation requirements
- 2 Exam information
- 3 Assignments and Milestones
- 4 Grading Criteria and Other Issues

*Learn as if you were following someone you could not quite catch up to: as if it were someone you were afraid of losing.*  
-Confucius-

## Course Objectives

The learning outcomes are specifically associated with the UNIBusiness Principles of Marketing course and will be evaluated by a comprehensive departmental exam during the final exam period.

Learning outcomes:

1. Understand key terms, topics and concepts in marketing.
2. Understand and apply marketing concepts to real life situations from consumer and managerial perspectives.

Tools and Concepts:

1. Marketing Concept/Marketing Orientation
2. Marketing Environment-Types and Impact on Marketing Decisions
3. Marketing Ethics and Social Responsibility
4. Marketing Information/Segmentation/Target Market
5. Positioning/ Overall Marketing Mix
6. Product: Product Life Cycle/Product Development/Branding
7. Promotion: Purposes and Basic Methods
8. Distribution” Basic Channels and Supply Chain Issues
9. Pricing: Major Influences and Basic Strategies
10. International Marketing- Modes of Entry and Environmental Factors

## Course Resources

TEXT:

“Marketing” 2012 edition by William Pride and O.C. Ferrell published by SOUTH-WESTERN Cengage Learning ISBN-10: 0-538-47540-4; ISBN-13: 978-0-538-47540-4

CourseMate: The Cengage Representative will visit class on August 30<sup>th</sup> to provide a brief training on how to use online learning tools associated with this text book.

## Study Schedule

August 23	Introductions - Chapter 1 - Form Groups
August 30	Chapter 2 & 3
September 6	Library Lab 373 Exam #1
September 13	Chapter 4 & 5
September 20	Chapter 6
September 27	Chapter 7 & 9
October 4	Exam #2
October 11	Chapter 11-12
October 18	Chapter 14-15
October 25	Chapter 16
November 1	Exam # 3
November 8	Chapter 17-18
November 15	Chapter 19-20
<b>THANKSGIVING BREAK</b>	
November 29	Chapter 21 Exam #4
December 6	Presentations
December 13	Comprehensive Exam

*“Reading the chapter prior to class will increase your ability to understand and remember the material.”*

### Participation

This course allows for students to earn points by participating in discussions. This includes answering questions or adding thought to discussion topics. Another method to build your score in the area is to bring in articles or mention current news items that relate to Global Marketing issues. Just checking the news once in a while will bring these topics to light.

**Students will lose points by missing class for unexcused reasons.** Athletes must provide excuse letters prior to an event. UNIBusiness organization field trips are excused absences that require notification of the professor a minimum of one week in advance.

You are preparing for the business world. Consider this practice for department or project meetings when being prepared is required. You can't just sit in meetings looking bored and never talk. Your career will end very quickly if you do.

### Exams

Four exams will be made up of 50 multiple choice questions over the information covered on specific chapters. These will be completed online with a restricted time period. Take good notes, read your textbook, and study hard to get the best results on the exams. There are not open book exams. No exams will be curved, don't even ask.

The final comprehensive exam will be completed during the final exam period and is written by the department in order to assess the learning outcomes of the Principles of Marketing course.



## Assignments

There will be some small assignments handed out in class during the course of the semester. Most will be worth 5 to 10 points each. These must be completed when assigned. If you are going to miss a class, make sure to have a trusted teammate pick the assignment up for you.



*You can't build a reputation on what you're going to do.*  
- Henry Ford -

## Professional Readiness Center

All teams are required to have a group meeting that is observed by one of the PRP staff members prior to September 20<sup>th</sup>. While not graded, it is worth 10 points toward your final course grade. Not participating will result in a ZERO for the assignment. Contact the center to plan a session. The center is located in CBB 5, Monday - Thursday, 10:00 am - 6:00 pm. Friday, 10:00 am - 3:00 pm. **Walk-ins are welcome, or make an appointment at 273-7495.**

**This constitutes one of the course assignments.**

## Course project

The class will be divided into 10 teams of approximately 4 members each. The teams should be diverse in make-up, such as majors, age, country of birth, etc. Only one international student should be on a each team. The group will choose an Iowa project to do a marketing plan for. This can be a service or good. A full Marketing plan guide will be provided on the eLearning site. Also, grading criteria for the plan and your presentation will appear on the eLearning site in the near future. In order to assist you with the project there will be a training session in Rod Library on September 6<sup>th</sup> at 5:30 in Lab 373. In order to keep the groups on track and have high quality projects, milestones for the different segments will be submitted. These milestones will become a foundation for the final written project.

## Milestones

In relation to the semester assignment, portions of the work must be submitted for review on dates listed. This work will be placed on the eLearning site so that feed back can be given easily. Not only will each milestone generate grade points but will become part of the finished assignment due in early December.

Milestone#1-	September 2-	Product and team selection
Milestone#2-	September 23-	Strategic Analysis
Milestone#3-	October 7-	Environmental Scan
Milestone#4-	October 21-	Goals and Objectives
Milestone#5-	November 4-	Target Market Assessment
Milestone#6-	November 18-	Marketing Mix Strategy
Milestone#7-	December 2-	Implementation of Plan

These milestones are graded as a group submission.

## Paper

The final paper will be due on December 6<sup>th</sup>, both in hard copy and electronic form.

## Presentation

Teams will present their projects on December 6<sup>th</sup>. The ppt supported presentation will be no longer than 15 minutes and all members must present. Grading criteria will appear on the eLearning site closer to December.

## Keys to Success

### *Get to class (or appointments) on time and attend all sessions.*

This will allow you to learn material better and have a better understanding for exams and the project. Class begins at 5:30 p.m. and will end by 8:20 p.m. This is our time together, respect it. Read your text prior to the class session. Material will make more sense during the discussion and allow you to participate intelligently with confidence.

All late assignments will automatically receive a 25% reduction in grade per day late. You may turn in assignments early. Since much of the work is uploaded on the eLearning site, there should be no reason for work being late. A boss will not look favorably on incomplete late work. Your project is for a real company to better prepare you for success in your career.

### **Grading Criteria:**

Exams 4 @ 100 points each	400
Class participation	40
Class assignments	40
Paper	100
Project Milestones 7 @ 10 points each	70
Presentation	50
Comprehensive Final	100
<b>Total Possible</b>	<b>800</b>

*Grades will be calculated on a percentage basis from your total scores.*

<u>Grade</u>	<u>Percentage</u>	<u>Points</u>
<b>A</b>	<b>94-100</b>	<b>695</b>
<b>A-</b>	<b>90-93</b>	<b>666</b>
<b>B+</b>	<b>87-89</b>	<b>548</b>
<b>B</b>	<b>83-86</b>	<b>523</b>
<b>B-</b>	<b>80-82</b>	<b>504</b>
<b>C+</b>	<b>77-79</b>	<b>485</b>
<b>C</b>	<b>73-76</b>	<b>460</b>
<b>C-</b>	<b>70-72</b>	<b>441</b>
<b>D+</b>	<b>67-69</b>	<b>422</b>
<b>D</b>	<b>63-66</b>	<b>397</b>
<b>D-</b>	<b>60-62</b>	<b>378</b>
<b>F</b>	<b>anything lower than 59.9</b>	



### **My responsibilities:**

- Assist in the learning process of my students
- Advisor for the International Club of Business Students
- Co-Instructor for Global Issues, Writing and Research courses
- Program Director for the Iowa-Midwest Brazil Exchange for Business and Agriculture
- UNIBusiness Global Opportunities Coordinator
  - Internships
  - Scholarships
  - Minors
  - Study abroad
- Instructor
  - Nicaragua in May
  - China in June
  - HKMBA Capstone



### **Class Hours**

MWF 10 to 11

MW 12 to 1

Tuesday 5:30 to 8:20

Some Thursdays

### **Office Hours**

I am on campus a lot, usually by 8 a.m. It is best to just send me an email to set a time, but it will be fairly easy to find me most days until around 4 p.m.

*Friday afternoons I will be hard to find.*