

ASA COLLEGE  
www.asa.edu  
DIVISION OF BUSINESS

**INSTRUCTOR'S NAME:** Leon-Lee Roberts

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**PHONE:**

**COURSE CODE:** BUS 200

**COURSE TITLE:** Principles of Marketing

**CREDITS:** 3 credit hours

**COURSE DESCRIPTION:** *This course introduces the student to the role of marketing in the economy, and covers major marketing topics including institution involved in the marketing process (manufacturers, wholesalers, retailers, advertising agencies, marketing research firms, banks, shippers, storage warehouses, and others). The course also examines major tools used by modern marketers (product, price, promotion, place and major environmental forces affecting the marketing process), demographics, economics, ecology, technology, politics and culture.*

**LEARNING OBJECTIVES:**

At the conclusion of this course, the student should be able to:

- Define marketing and discuss what it entails;
- Discuss how environmental factors affect marketing activities;
- Describe the factors involved in consumer decision making;
- Segment markets and develop the profile of a target market;
- Develop product strategies and discuss how services and nonprofit “products” differ from traditional ones;
- Develop distribution, promotion, and pricing strategies;
- Explain the importance of Internet marketing, customer relationship marketing, and one-to-one marketing.

Prerequisites: Introduction to Business

**TEXT REQUIRED: Marketing, 12th Edition (2013), Charles W. Lamb; Joseph F. Hair; Carl McDaniel, South Western College Publishing**

**Textbook ISBN-10: 1-4390-3942-9**

**Textbook ISBN-13: 978-1-4390-3942-7, WEB RESOURCES: [www.swcollege.com](http://www.swcollege.com)**

***METHOD OF INSTRUCTION:***

The class is organized in a lecture format in combination with class discussion and in-class group workshops.

***INSTRUCTIONAL MATERIALS:***

Lectures, writing assignments, library assignments, on-line databases and internet.

***EXPECTATIONS:***

Students are expected to complete all of the following:

- ❖ Prepare for all reading and writing projects on the due dates established by instructor.
- ❖ All assignments to be written in a manner that is appropriate to college level: typed, double-spaced in New Times Roman font at 12pts unless specified otherwise. Assignments must be emailed at times specified. **Late assignments will not be accepted.**

***ABSENCES:*** It is expected that all students will attend each lecture session. Students are allowed a maximum of three (3) unexcused absences. In the event of emergencies, students are expected to provide proper documentation in regards to absences as well as taking up full responsibility to make up missed work. Absences exceeding this limit will directly affect the final grade. Please note that a student who comes to class 20 minutes after the class starts will be considered absent for that day since absences cannot be changed after I take attendance.

***MAKE UP POLICY:*** Students are given exactly a week in which to make up assignments missed due to absences without a lateness penalty.

***GRADING SYSTEM:*** The grading scale for this class is as follows:

A	90 and above
B+	85-89
B	80-84
C+	75-79
C	70-74
D	65-69
F	Below 65

Note that this is a *strict* grading scale where your grades will solely be determined using the following formula:

Project	20%
Mid-Term Exam	25%
Cumulative Final	35%
Quizzes & Assignments	10%
Class Participation	5%
Class Attendance	5%
<b>Total</b>	<b>100%</b>

### [Examinations]

There will be two exams (A Midterm, and Final Exam) in this class. The emphasis on exams will be on *applying* the material learned in class. The first exam will constitute 25% of your final grade, while the second exam will constitute 35% of your final grade. Both of these exams will be in-class exams.

### [Make-Up Examinations]

All students are expected to take the examinations on the scheduled dates and times. Only College approved excuses will be an acceptable reason for a student missing an exam. A student who misses an examination without notifying the instructor prior to the examination and receiving my permission to miss the exam will be assigned a grade of zero.

Make-up examinations are accepted within 2 weeks of the scheduled exams.

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### [Written Assignments]

In addition to the exams, there are three other types of written assignments in this class.

#### [Quizzes]

There will be in-class quizzes during the semester. The dates of these quizzes are given during the course. Quizzes are to be completed individually. The average of the quiz scores will constitute 10% of your final grade.

#### [Class Assignments]

Class Assignments are due in class usually with the participation of the whole group and the instructor. **Class assignments are only collected via email. Late assignments will not be accepted.**

Marketing

[http://www.sba.muohio.edu/plattgj/eco201/Outlines/sec1\\_olt.htm](http://www.sba.muohio.edu/plattgj/eco201/Outlines/sec1_olt.htm) [Required Course Project]

Course Project (*Marketing Plan*)

Project is due DURING WEEK # 13 (PRESENTED IN CLASS)

### Description

You have to write a marketing plan. In this plan, you will try to convince the class as to why the product or company you selected is a good company to invest in. At the end of the presentation, you will be evaluated by the class (your potential investors) as to if they will invest in your

company. This project can be done from various aspects, which can encompass a wide range of choices. I have listed two choices for you. The details are left up to you.

***Follow 4Ps of Marketing to prepare your plan (use your notes, marketing plan BLUE PRINT (FROM THE BOOK), and our course book)***

The project should be at least 10 pages single-spaced. You will print out your project for presentation purposes but you will email me your project for grading. Handwritten projects will not be accepted, and professionalism will most definitely count.

**USE YOUR IMAGINATION – YOU CAN “MAKE UP” A COMPANY OR USE AN EXISTING COMPANY. GO ON-LINE AND TRY TO FIND INFORMATION ABOUT EXISTING BUSINESSES’ MARKETING PLANS.**

**Your choices:**

1. Single manufactured item for a distribution – this could be a new start up company, or an existing one adding a new product to their current line. You are the owner of a small manufacturing business or the Director of Marketing of a large multi-national corporation, and this is your project.
2. Retail start up or reorganization of current business – again this could be a new start up company, or an existing one that is currently struggling to compete. You are the owner of a small retail chain or the Chief of Operations of a large regional or national retailer, and this is your project.

**Course Project Grading Rubric:**

Format – 30 points

Contents – 40 points

Vocabulary – 20 points

Visual attachments – 10 points

***RULES AND REGULATIONS:***

- ❖ You must complete all the work required for the course in a timely fashion
- ❖ Language of instruction – ENGLISH ONLY
- ❖ If you have a QUESTION, raise your HAND
- ❖ If you are LATE for the class, KNOCK and ASK for permission to enter
- ❖ All CELL PHONES during lectures ARE OFF
- ❖ NO FOOD/DRINKS in class
- ❖ INFORM instructor, if you need to be absent, if you’re sick, i.e. about your circumstances, etc.

**[Re-grading of Assignments or Exams]**

Any assignment may be submitted to be re-graded, subject to the following conditions:

1. Assignments must be emailed and spell check used for correction.
2. Assignments must be submitted to be re-graded within 2 weeks after the assignment has been handed back by the instructor.

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3. Any assignment submitted to be re-graded must include an emailed explanation of why you believe the grade is inappropriate.
4. The **entire** assignment or exam will be re-graded.

### **PLAGIARISM:**

Plagiarism is defined by the Merriam Webster Dictionary as “stealing and passing off the ideas or words of another as one’s own”. Plagiarism writing will be returned to the student and will not be considered as work done toward the completion of the course. There are many ways to recognize acts of plagiarism, using Google search engine and plagiarism detection utilities such as Turnitin.

### **STUDENTS WITH DISABILITIES:**

ASA Institute adheres to the requirements of the Americans with Disabilities Act. If you are a student with a documented disability who will require accommodations, get in contact with **Mr. Bateman Harris**, the Director for Office of Student Disability Services (151 Lawrence St. Room 219, Tel: (718) 522-9073 Ext. 2221, email: [bharris@asa.edu](mailto:bharris@asa.edu)) to determine eligibility. Please contact him as early as possible for assistance in developing a plan to address your academic needs in this course.

### **[Weekly Schedule of Topics]**

(\*NOTE: I will tell you what to study for the upcoming class and info you need to provide from the library.)

### **Semester starts**

- ❖ Buy books, prepare yourself for the course

### **INTRODUCTION TO COURSE**

- ❖ Introduction to the syllabus

### **Chapter 1 An Overview of Marketing**

1. Define the term *marketing*
2. Describe four marketing management philosophies
3. Discuss the differences between sales and market orientations
4. Describe several reasons for studying marketing

**Homework:** Read “Entrepreneurship case” (I will tell you which case to do for homework).

### **Chapter 2 Strategic Planning for Competitive Advantage**

1. Understand the importance of strategic marketing and know a basic outline for a marketing plan
2. Develop an appropriate business mission statement
3. Describe the criteria for stating good marketing objectives

4. Explain the components of a situation analysis
5. Identify sources of competitive advantage
6. Identify strategic alternatives
7. Discuss target market strategies

**Homework:** Read “Entrepreneurship case” (I will tell you which case to do for homework).

### **Chapter 3 Ethics and Social Responsibility**

1. Discuss corporate social responsibility
2. Describe the role of ethics and ethical decisions in business
3. Discuss the external environment of marketing, and explain how it affects a firm
4. Describe the social factors that affect marketing
5. Explain the importance to marketing managers of current demographic trends
6. Explain the importance to marketing managers of multiculturalism and growing ethnic markets

**Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions.”(I will tell you which case to do for homework).

### **QUIZ # 1**

### **Introduce Chapter 4: The Marketing Environment**

1. Discuss the external environment of marketing, and explain how it affects a firm
2. Describe the social factors that affect marketing
3. Explain the importance to marketing managers of current demographic trends

### **Chapter 5 Developing a Global Vision**

1. Rewards of Global Marketing
2. Multinational Firms
3. External Environment Facing Global Marketers
4. Global Marketing by the Individual Firm
5. The Global Marketing Mix
6. The Impact of the Internet

### **Chapter 6: Consumer Decision Making**

1. Explain why marketing managers should understand consumer behavior
2. Analyze the components of the consumer decision-making process
3. Explain the consumer’s post purchase evaluation process
4. Identify the types of consumer buying decisions and discuss the significance of consumer involvement

5. Identify and understand the cultural factors that affect consumer buying decisions
6. Identify and understand the social factors that affect consumer buying decisions
7. Identify and understand the individual factors that affect consumer buying decisions
8. Identify and understand the psychological factors that affect consumer buying decisions

**Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions.”(I will tell you which case to do for homework).

## QUIZ # 2

### Chapter 7 Business Marketing

1. Describe business marketing
2. Describe the role of the Internet in business marketing
3. Discuss the role of relationship marketing and strategic alliances in business marketing
4. Identify the four major categories of business market customers
5. Explain the North American Industry Classification System
6. Explain the major differences between business and consumer markets  
Describe the seven types of business goods and services
8. Discuss the unique aspects of business buying behavior

**Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions.”(I will tell you which case to do for homework).

### Week 7:

### Midterm Week

- ❖ Midterm Review
- ❖ Chapters 1– 7 Nov 17, 2012

### Chapter 8 Segmenting and Targeting Markets

1. Describe the characteristics of markets and market segments
2. Explain the importance of market segmentation
3. Discuss criteria for successful market segmentation
4. Describe the bases commonly used to segment consumer markets
5. Describe the bases for segmenting business markets
6. List the steps involved in segmenting markets

7. Discuss alternative strategies for selecting target markets
8. Explain one-to-one marketing
9. Discuss the forces that have influenced the emergence of one-to-one marketing

**Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions.”  
(I will tell you which case to do for homework).

## Chapter 10 Product Concepts

1. Define the term *product*
  2. Classify consumer products
  3. Define the terms *product item*, *product line*, and *product mix*
  4. Describe marketing uses of branding
  5. Describe marketing uses of packaging and labeling
  6. Discuss global issues in branding and packaging
  7. Describe how and why product warranties are important marketing tools
- Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions.”(I will tell you which case to do for homework).

## Chapter 11: Developing and Managing Products

1. Explain the importance of developing new products and describe the six categories of new products
2. Explain the steps in the new-product development process
3. Explain why some products succeed and others fail
4. Discuss global issues in new-product development
5. Explain the diffusion process through which new products are adopted
6. Explain the concept of product life cycles

**Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions.”(I will tell you which case to do for homework).

## QUIZ # 3

## Chapter 12: Services and Nonprofit Organization Marketing

1. The Importance of Service
2. How Services differ from Goods
3. Service Quality
4. Marketing Mixes for Services
5. Relationship Marketing in Services



## **Chapter 13: Marketing Channels and Chapter 14: Supply Chain Management** **Also (chapters 1 and 14 will be covered together)**

### **Marketing Channels and Supply Chain Management**

- 1. Explain what a marketing channel is and why intermediaries are needed**
- 2. Define the types of channel intermediaries and describe their functions and activities**
- 3. Describe the channel structures for consumer and business-to-business products and discuss alternative channel arrangements**
- 4. Define supply chain management and discuss its benefits**
- 5. Discuss the issues that influence channel strategy.**
- 6. Explain channel leadership, conflict, and partnering.**
- 7. Describe the logistical components of the supply chain.**
- 8. Discuss new technology and emerging trends in supply chain management**

**Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions.”(I will tell you which case to do for homework).

### **Chapter 15 Retailing**

- 1. Discuss the importance and the role of retailing in the U.S. economy**
- 2. Explain the dimensions by which retailers can be classified**
- 3. Describe the major types of retail operations**
- 4. Discuss nonstore retailing techniques**
- 5. Define franchising and describe its two basic forms**
- 6. List the major tasks involved in developing a retail marketing strategy**
- 7. Describe new developments in retailing**

**Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions.”(I will tell you which case to do for homework).

### **Course Project Presentations**

### **Chapter 16: Promotional Planning for Competitive Advantage**

- 1. The Role of Promotion in the Marketing Mix**
- 2. Marketing Communication**
- 3. The Goals of Promotion**

4. Promotional Goals and the AIDA Concept
5. Factors Affecting the Promotional Mix

### *Chapter 17 Advertising and Public Relations*

1. Discuss the effects of advertising on market share and consumers
2. Identify the major types of advertising
3. Discuss the creative decisions in developing an advertising campaign
4. Describe media evaluation and selection techniques
5. Discuss the role of public relations in the promotional mix

**Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions. (I will tell you which case to do for homework).

### **Chapter 18: Sales Promotion and Personal Selling**

1. Define and state the objectives of sales promotion
  2. Discuss the most common forms of consumer sales promotion
  3. List the most common forms of trade sales promotion
- Describe personal selling
5. Discuss the key differences between relationship selling and traditional selling
  6. List the steps in the selling process.
  7. Describe the functions of sales management

**Homework:** Read “Entrepreneurship case” in the end of the chapter and answer questions. (I will tell you which case to do for homework).

### **Week 15: Final Exam Week**

#### **Grading Rubric**

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**Grade A [A = 90-100]:** *Students in this category will demonstrate a thorough understanding of the (i) 4P’s—product, price, place, and promotion—and the 4C’s—customer, costs, communication, and convenience; (ii) how to engage in analyzing marketing opportunities; (iii) product decision making; (iv) parameters of distribution decision making; (v) promotion and communication strategies; (vi) making pricing decisions; (vii) the technology-drive market.*

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**Grade B<sup>+</sup> and B [B<sup>+</sup> = 85-89; B = 80-84]:** *Students in this category will demonstrate proficiencies in understanding of the (i) 4P’s—product, price, place, and promotion—and the 4C’s—customer,*

*costs, communication, and convenience; (ii) how to engage in analyzing marketing opportunities; (iii) product decision making; (iv) parameters of distribution decision making; (v) promotion and communication strategies; (vi) making pricing decisions; (vii) the technology-drive market.*

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**Grade C<sup>+</sup> and C** [ $C^+ = 75 - 79$ ;  $C = 70-74$ ]: *Students in this category will demonstrate partial proficiencies in understanding of the (i) 4P's—product, price, place, and promotion—and the 4C's—customer, costs, communication, and convenience; (ii) how to engage in analyzing marketing opportunities; (iii) product decision making; (iv) parameters of distribution decision making; (v) promotion and communication strategies; (vi) making pricing decisions; (vii) the technology-drive market.*

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**Grade D** [ $D = 65 - 69$ ]: *Students in this category will demonstrate little understanding of the (i) 4P's—product, price, place, and promotion—and the 4C's—customer, costs, communication, and convenience; (ii) how to engage in analyzing marketing opportunities; (iii) product decision making; (iv) parameters of distribution decision making; (v) promotion and communication strategies; (vi) making pricing decisions; (vii) the technology-drive market.*

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**Grade F** [ $F < 65$ ]: *Students in this category will demonstrate little understanding of the (i) 4P's—product, price, place, and promotion—and the 4C's—customer, costs, communication, and convenience; (ii) how to engage in analyzing marketing opportunities; (iii) product decision making; (iv) parameters of distribution decision making; (v) promotion and communication strategies; (vi) making pricing decisions; (vii) the technology-drive market.*

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