

MARKETING 301 MARKETING CONCEPTS

Instructors for 2013-2014:

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REQUIRED TEXT:

Marketing- Principles of Marketing, 15th edition by Armstrong & Kotler, Prentice Hall

COURSE OBJECTIVES:

Marketing creates value by facilitating exchange relationships amongst people, organizations, and countries. In this class, we will examine how companies capture value by focusing on the needs and wants of their customers. The marketing process is extremely dynamic and does not operate within a vacuum. Students will explore the environmental as well as internal forces that impact key marketing decisions.

LEARNING OBJECTIVES

- Expose students to a comprehensive and practical introduction of marketing principles
- Teach the importance of how marketing contributes to an organization's overall strategic plan
- Introduce students to the role of marketing in society and business
- Demonstrate how companies create customer value by implementing strategic marketing programs

The course provides a rich depth of examples, applications, strategic topics and case studies which demonstrate the major decisions marketing managers face in today's environment. The marketing plan project enables participants to understand and apply key marketing concepts and demonstrate market management decisions in a practical business setting.

This course relies upon your ability to use your experience, skills, and knowledge to critically analyze marketing issues. Oftentimes, there is no single "right" answer to the problems/issues we will discuss. You will be given the tools to assist you in analyzing and developing workable solutions.

WHEN STUDENTS COMPLETE THIS COURSE THEY SHOULD BE ABLE TO ACCOMPLISH THE FOLLOWING:

- Integrate strategic thinking and leadership into the practice of marketing.
- Define marketing and understand its impact on collaborators, customers and competitors.
- Recognize environmental forces and their impact on strategic marketing decisions.
- Learn the marketing mix variables and how best to manage them.
- Understand customer markets and buyer behavior.
- Gain an appreciation of ethical and socially responsible marketing.
- Understand the relationship between segmentation, targeting, and positioning.
- Appreciate the importance of building and managing profitable customer relationships and creating customer lifetime value.
- Research, analyze and manage marketing information.
- Apply marketing strategy by writing a marketing plan.
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COVERED TOPICS:

- The Marketing Environment
- Segmentation, Targeting, and Positioning
- Buyer Behavior
- Market Research
- The Product /Branding
- New Product Introduction
- Channels of Distribution
- Pricing
- Integrated Marketing Communications
- Global Marketing
- Marketing Ethics
- Marketing Strategy (situational analysis/SWOT/implementation and controls)

Some Instructors May Also Incorporate:

- Retail
- Wholesale
- Customer Relationship Marketing
- Business to Business Marketing
- Not-for Profit Marketing
- Personal Selling

COMMON ASSIGNMENTS/EXAMS: (TO DEMONSTRATE LEADERSHIP AND STRATEGIC THINKING)

- Minimum of two exams
- Minimum of one written assignment
- Marketing Plan project

Some instructors may incorporate other assignments which include:

- Case Analysis
- Research Journal Article Analysis
- Branding Project
- Service Output/Break Even Analysis
- Product Research Project
- Industry Analysis
- Consumer Surveys
- Oral Presentations

FOSTER SCHOOL OF BUSINESS CODE OF CONDUCT

All students of this course will abide by the business school's code of conduct which states: I will uphold the fundamental standards of honesty, respect, and integrity and I accept the responsibility to encourage others to adhere to these standards.

- **Respect** - I will show consideration for others and their ideas and work
- **Integrity** – I will be a leader of character. I will be fair in all relations with others.
- **Honesty** – I will be truthful with myself and others.

CATALYST QUIZ REQUIREMENT:

You are required to complete a catalyst quiz for this course which measures how the Foster School of Business is delivering Assurances of Learning. Assurances of Learning help the Foster school evaluate how well we teaching you and they allow us to fine-tune curriculum to makes sure we are meeting goals and objectives of the course. Additionally, the overall results help the Foster School remain accredited through the Association to Advance Collegiate Schools of Business (AACSB).

The quiz is not graded, but you must complete it to receive a grade in the course. Students who fail to complete the quiz by the end of exam week will receive a grade of Incomplete until completion can be verified. You should complete the quiz as diligently as possible so that the results are significant and impact the Foster curriculum. Thus, you should approach the quiz as a closed note, closed book quiz. You should not seek assistance from other students or faculty. Please, do not discuss the quiz with fellow students.

The quiz is administered by the Undergraduate Programs Office. An email announcement will be sent out the by the last week of the quarter. The quiz is administered through Catalyst. To ensure that you receive the quiz you should log-in to <http://catalyst.washington.edu/> and under Manage Profile check that your email address is set to your UW NetID email address.