Marketing 3010: The Principles of Marketing  
Spring 2010  
The University of Memphis

**Instructor:** Dr. Martha Robinson  
**Class Meeting Dates/Times:** Tuesday, 5:30-8:30  
**Office Hours:** Tuesday 11:30-2:00, Thursday, 11:30-2:00  
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**Text:** Marketing 3, Lamb, Hair and McDaniel. ISBN: 978-0-324-78928-7

**Course Description:**

This course is designed to give students a broad perspective of marketing. The course incorporates developing marketing strategy, advertising strategy, planning, buying, and scheduling media, practical applications of creating and producing advertisements, industry regulations, and ethical issues in advertising. Additionally, this course will provide a synthesis of theory and practical applications of marketing.

**Learning Outcomes:**

At the conclusion of this class, the student should be able to:  
- Define marketing and the role of marketing in organizational growth and development  
- Discuss the impact of external environmental factors on the conduct of marketing  
- Describe the factors involved in consumer decision making  
- The role and scope of marketing in global economy  
- Market segmentation, target markets, and positioning  
- Develop comprehensive marketing plans for for-profit and non-profit industries  
- Develop distribution, promotion and pricing strategies, and  
- Explain the importance of internet marketing, consumer relationship marketing  
- Appreciate the importance of marketing research and decision support systems in developing effective marketing strategies.

**Fogelman College’s 4 C’s Initiative**

In consultation with local employers, the Fogelman College has implemented this program designed to augment student’s knowledge of their chosen discipline with the soft skills needed for them to quickly contribute to their future organizations. In the Principles of Marketing course, our focus will be on Creativity. Through homework, in-class assignments, and team-based projects, students will gain a better understanding of value creation and what it means to be “creative” in the context of the modern business organization.
Method of Instruction:

A variety of methods will be used to deliver the course content and achieve the learning objectives of this course. These include but are not limited to, case analysis, class discussions, class activities, guest lectures, videos, student presentations, on-line media and lectures.

Class Attendance:

Attendance is required for this class. A number of assignments will be completed in class and will be due at the end of the class. Students who are late to class or absent are responsible for securing class notes, handouts, assignments or any schedule changes announced in class from another student. To make up an exam, you must:
1. Have a legitimate reason for missing the exam such as, illness or university activity.
2. Provide acceptable written verification of the reason for the illness.
3. Contact the professor prior to, or within 24 hours of the missed exam.

Assignments, Cases and Exams:

Students are expected to submit assignments in a timely fashion. Assignments are expected to be turned in at the beginning of class, unless otherwise directed. Late assignments (with an excused absence) will be assessed a 15% penalty. Late assignments will be accepted for excused absences only, and must be submitted at the beginning of the next class period following the absence. No late assignments will be accepted for unexcused absences.
Exams, group projects and cases analyses will be given during the semester and are an important part of your grade. Students will receive peer evaluations of their individual performance on group projects. The scores that students earn on peer evaluations will be factored into each student’s individual grade for group projects.

Academic Integrity and Student Conduct:

Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs (http://saweb.memphis.edu/judicalaffairs). Please take a look, in particular, at the sections about “Academic Dishonesty,” “Student Code of Conduct and Responsibilities,” and “Disruptive Behaviors.” I will expect students to be aware of these guidelines and to conduct themselves accordingly.

Performance Evaluations:

The final grade for this course will be determined by the number of points earned on the following:

| Points |  
|---|---|
| 1. Exams (2) @ 100 points each | 200 |
| 2. Final Exam | 200 |
| 3. Case Analysis (2) @ 50 points each(individual) | 100 |
| 4. Super Bowl Ad analysis (Group project) | 100 |
| Total Points | 600 |
Grading Scale:

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100-90%</td>
<td>600-550</td>
<td>A</td>
</tr>
<tr>
<td>89-80%</td>
<td>500-549</td>
<td>B</td>
</tr>
<tr>
<td>79-70%</td>
<td>400-449</td>
<td>C</td>
</tr>
<tr>
<td>69-60%</td>
<td>300-349</td>
<td>D</td>
</tr>
<tr>
<td>59-0%</td>
<td>348-0</td>
<td>F</td>
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Course Outline

January 19: Introduction and Course Overview.

Part 1

January 21: Online assignment # 1, Super Bowl Ad

January 26: Chapter 3: Social Responsibility, Ethics, and the Marketing Environment
Chapter 4: Developing a Global Vision

January 28: Online Concept review posted

February 2: Exam 1, PART 1: Chapters 1, 2, 3, 4,
Chapter 5: Consumer Decision Making
Chapter 6: Business Marketing

February 4: Online Assignment #2 Case Analysis

February 9: Guest Professor, Ms. Sharon Younger, President, Younger & Associates
Chapter 7: Segmenting and Targeting Markets
Chapter 8: Decision Support Systems
Group Project Assigned

February 11: Online Concept Review Posted for Exam 2

February 16: Exam 2: Part 2: Chapters 5, 6, 7, 8
Chapter 9: Product Concepts
Chapter 10: Developing and Managing Products
Chapter 11: Services and Nonprofit Organization Marketing

February 18: Online Assignment # 3: Summary Chapter 11: Case Analysis
Part 4, Part 5
Chapters 12: Marketing Channels and Supply Chains
Chapter 13: Retailing
Case, Chapter 14, 15

February 25: Part 6, Part 7
Chapter 17: Pricing
Chapter 19: Technology-Driven Marketing

March 2: Final Presentations (individuals)