Course Syllabus
MKTG3010 – Principles of Marketing
8-9:25am, TR, FCB 118
Fall 2018
3.0 Credit Hours

Instructor: Christopher Myers (Adjunct)
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Email: cmyers1@memphis.edu; clmyers1960@gmail.com
Office Hours: By Appointment Only

Required Text: **MKTG, 2nd edition by Hunt, Mello and Deitz**

Background and Course Objectives:

In the last several decades, the world has seen a dramatic surge in international trade and the globalization of business activity. No longer are the General Motors, IBM and Fords of the world the only ones conducting business overseas. Small “start ups” are rapidly becoming increasingly important players in the world of global commerce and the driver here in the U.S. How are they successful? By building their brands and effectively marketing their products, services and ultimately, themselves.

This course will examine the role of marketing in the global economy and will focus on the ethical responsibilities of marketers; marketing management; strategic planning; consumer and institutional marketing; marketing mix; the “4Ps” of marketing: communications; advertising, social media and other key topics. We will be very busy to say the least!

Although this course is a lecture format, class participation is essential to your understanding of the key issues and concerns and for a more effective class experience. Class attendance is not mandatory but strongly encouraged as events and activities may alter our schedule from time to time. I also try to incorporate guest speakers to offer points of view on their areas of expertise, so you will be held accountable for any material shared by those individuals.

**Marketing Plan Project (25%, 100 points):**

This is a group assignment so you will have to work on this with others, no more than 3 persons per group. You will research and present a **new** product/service idea in a marketing plan for
approval by me at the end of the semester. You will be given a mythical budget of $10MM to
generate awareness and support for your product or service (the budget is not for operating
expenses, but promotional monies) and it is important to show a positive return on investment (ROI). More will be explained throughout the semester.

Creativity and clear, concise information on what your product or service is, how it will be
marketed and what possible advantages the marketplace will enjoy with it will key to your Plan’s
success.

The Plan will be submitted in color, Powerpoint format and should be 25-30 pages in length.
Bullet points are the preferred format. Specific components of the Plan will include:

*Good description of your product/service
*Target audience(s)
*Cultural aspects (ethnicity, geography, etc)
*Regulatory or legal issues
*Objectives/Strategies/Tactics
*Marketing mix including the “4Ps”
*SWOT (strengths, weaknesses, opportunities and threats)
*Financial analysis
*Competitive threats
*List of sources (at least 4, one of which can be the book)

Graphical displays of key statistics and information are welcome and encouraged, with particular
attention to detail and grammar. Make certain to include your sources with at least 3 coming
from outside your text. You will provide an original, color copy of the Plan to me when it is due.
No Plan will be turned in late. No exceptions. You may turn it in early, but will not be awarded
extra credit for doing so.

By the third class period, you need to provide your proposed product or service for your Plan. I
will then review and give approval so you can move on. Periodically, I will ask for Project
updates to ensure you are on track and making good progress.

It is my expectation that each group will present their Plan, and I have allocated time on the
calendar to accomplish.

EXAMS (3 @25%, each worth 100 points):

The format for each exam will be primarily objective (multiple choice, fill in the blank,
matching, etc) but I will also have short essays on key topics, so please purchase 3 bluebooks
(one for each exam). All exams are written by me and will cover course lectures, readings and
selected case studies and any material presented during planned guest lectures. I may have bonus
points available, too. Read The Wall Street Journal and USA Today regularly to better
understand current marketing issues because I frequently see stories and ideas on marketing and
will share with the rest of you.
GRADING:
Marketing Plan Project: 100 points, 25%
Exams (3): 300 points, 75%

400 points
A=360 points and higher
B=320-359
C=280-319
D=240-279
F=Below 240 points

*I do grade on a +/- scale, so a 90 is an A-, 88 is a B+ and so on.

Note: The instructor reserves the right to change the Grading scheme based on the composition of the class. I will announce any change in class.

LECTURE SCHEDULE

Aug 28   Course Introduction
Aug 30   Chapter 1
Sep 4    Chapter 2; Product/Service Ideas Due
Sep 6    Chapter 3
Sep 11   Chapter 4
Sep 13   Chapters 5; Possible guest speaker on marketing research
Sep 18   Chapter 6
Sep 20   Chapter 7; Exam #1 Review; Discuss research project

Sep 25   EXAM #1 (Chapters 1-7)—25%
Sep 27   Chapter 8; “Written Check-In”
Oct 2    Chapter 9; Hand back/review Exam #1
Oct 4    Chapter 10; Research check-in
Oct 9    Chapter 11; Possible guest speaker on retailing
Oct 11   Chapter 12
Oct 16   FALL BREAK!

Oct 18   Chapter 13; Exam #2 Review
Oct 23   EXAM #2 (Chapters 8-13)—25%

Oct 25   Work on group project (In Class); Q&A session; Turn in research results
Oct 30   Hand back/discuss Exam #2
Nov 1    Chapter 14
Nov 6    Chapter 15; possible guest speaker on branding; voting day!
Nov 8    Work on group project (In Class); Q&A session
Nov 13   Chapter 16
Nov 15   Final Exam Review

Nov 20   FINAL EXAM (Chapters 14-16)—25% (Essay only for the Final)
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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Nov 22</td>
<td>HAPPY THANKSGIVING! 😊😊</td>
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<tr>
<td>Nov 27</td>
<td>Hand back/discuss Final Exam</td>
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<tr>
<td>Nov 29</td>
<td>Final work on group project (In Class); Q&amp;A session</td>
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<td>Dec 4</td>
<td>Start on Marketing Presentations?</td>
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<td>Dec 6</td>
<td>UNIVERSITY STUDY DAY! 😊😊</td>
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<td>Dec 11</td>
<td>FINALIZE MARKETING PRESENTATIONS—25% (during Final Exams); Final thoughts on course and we are done! 😊😊</td>
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