Course Syllabus
MKTG3010 – Principles of Marketing
7:10-10:10pm, FCB 267
Spring 2019
3.0 Credit Hours

Instructor: Christopher Myers (Adjunct)
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Email: emyers1@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 will take attendance each and every class. 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)
* Marketing research results
* 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. 15% of your overall Plan will be dedicated to conducting real marketing research, either online, in person or a combination of both, based on your proposed product/service. I’ll explain that in the first few weeks of the semester.

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%

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

Jan 15  Course Introduction
Jan 22  Chapters 1 and 2
Jan 29  Chapters 3 and 4; Product/Service Ideas Due
Feb 5  Chapter 5; Possible guest speaker on marketing research
Feb 12  Chapter 6
Feb 19  Chapter 7; Exam #1 Review; Discuss research project/format
Feb 26  EXAM #1 (Chapters 1-7)--25%

Mar 5  SPRING BREAK!
Mar 12  Chapters 8 and 9; Hand back/review Exam #1; “Written Check-In”
Mar 19  Chapters 10 and 11; Research check-in; Possible guest speaker on retailing
Mar 26  Chapters 12 and 13; Exam #2 Review
Apr 2  EXAM #2 (Chapters 8-13)—25%
Apr 9  Chapter 14; Hand back/review Exam #2; Turn in research results
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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>Apr 16</td>
<td>Chapters 15 and 16; possible guest speaker on branding; Final Exam review</td>
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<tr>
<td>Apr 23</td>
<td><strong>FINAL EXAM (Chapters 14-16 only)—25%</strong></td>
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<td>Apr 30</td>
<td><strong>FINAL MARKETING PLANS DUE—25% (possible presentations)</strong>; Hand back/review Final Exams; <strong>Final thoughts on course/grades and we are done!</strong></td>
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