

**Marketing 501 Survey of Marketing
Malone College
Summer 08**

Course Description: Essentials of marketing strategy are explored, beginning with market analysis and selection, through development of product, distribution, communication, and pricing offers.

This course is a prerequisite course for the MBA program.

Credit Allocation: 2 credits

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Office hours: hours 5-6pm Tuesdays

Required Text: Perreault, W.D., & McCarthy, E.J., Essentials of Marketing, McGraw-Hill Irwin, 10th edition

July 15	Introduction, Course Overview, The Role of Marketing	Chapters 1,2,3 & Appendix A
July 22	Marketing Strategy & Consumer Behavior Article summary due Quiz 1 (20 pts)	Chapters 4,6,7
July 29	Analysis, Product Planning and Management, Article summary due Quiz 2 (20 pts) Groups (movie) project due	Chapters 8,9,10
August 5	Product Planning and management; channels, distribution, retail/wholesale. Article summary due Quiz 3 (20 pts) Team Assignment – in class(Walmart/Sam's club)	Chapters 11,12,13,14
August 12	Marketing Promotion, Advertising, Pricing Article summary due Final Exam (comprehensive 40pts)	Chapters 15,16,17

Additional readings will be available through e-companion

E-Companion: Articles, websites, grades and general correspondence can be accessed through E-companion. Login procedure is as follows...

Goto www.malone.edu/online

On the left hand side of the page you will see instructions on how to log in to the system for the first time, and also instructions on how to access your malone email account.

To access e-companion: If you are a new user to the online system, your User ID will be your first initial, middle initial, last name, followed the number 1 OR 2 OR 3 (no spaces, all lower case). The 1, 2, 3 designation is used so that if there is a case were multiple students have the same initials and last name they will each have a unique User ID. You should attempt to use the number 1 designation first and proceed to 2, 3 if the preceding ID does not work.

Example: I would be jasampson1

Your password will be your initials and the last four digits of your social security number. Your assigned email address will be the your User ID followed by @student.malone.edu. You can change your email address to the address you wish to use once you log into the online system.

Example: I would be JAS4444

To access email: www.malone.edu/online and look for the link on the right side of the page. Use the same userid and password as for e-companion on the first log in.

The system is set up so that they must change this password on the first logon. If they logon for the first time on campus they will be prompted to change their password. If they try from off campus they must go to our online password reset system at userid.malone.edu

Assignment: GROUP INFLUENCE – DUE July 29

For this assignment you must watch a movie and evaluate how groups influence the behaviors of characters within the film. Each of the following movies centers around the dynamics of a group. You are to view one of the following films:

Four Weddings and a Funeral (PG-13), Heathers (R), M*A*S*H (R), The Big Chill (PG-13), Fast Times at Ridgemont High (R), Barbershop (PG-13)

Watch the film, take notes on the activities of the group(s) in the film and on the activities of each member of each group, then write a paper discussing the following issues:

1. How would you describe the group(s) and why? Is it a **reference group**? **Who are the Opinion leaders?** **Are they formal or informal?** What are the rules of membership, either written or unwritten?
2. Which characters belong to the group and which do not?
3. What other groups would members of this group consider to be **aspirational**? What other groups would members of this group consider to be **dissociative**? Are there characters in the movie who aspire to join this group or consider it dissociative?
4. What **norms** do you observe? Give examples from the movie in which characters' behaviors result from normative influences. Include instances in which the group either directly or indirectly influences consumption behaviors.

5. Describe the **role** each member of the group plays. Is there a **decider, influencer, gatekeeper**, etc? If not, what labels would you give each member? (See p 142 for diagram... use web for more information- check page # for this edition of text...)
6. To what degree do members of the group feel pressure to **conform**? Are there events that you feel individual characters would not have taken part in were it not for group **conformity pressures**? Do most members seem to conform from **acceptance** or as a matter of **compliance**? Give examples. To what degree does the **cohesiveness** (or lack of cohesiveness) of the group contribute to conformity pressure? Are there characters who seem to conform out of a high need for acceptance?
7. Did you observe any **group shifts** (changes in group opinion) during the movie? How did the shifts come about?

Article Summaries

Use recent periodicals to locate articles pertaining to marketing issues and provide a summary and brief analysis. Articles should be from 2007-2008 and should be at least 1 magazine page in length. (Good sources include Businessweek, Time, Newsweek, etc., but almost any periodical is acceptable) Avoid articles that are ONLY posted on the web and exist in no other form (ie... nothing from CNN.com or other web-only locations. Find periodicals or newspapers with content.) In the analysis, include demonstration of your understanding of the marketing concepts addressed there. Summary and analysis should be 1-2 pages typed, double spaced. Each article is worth 5 points.

Course Requirements and Evaluation

3 quizzes @20 pts each	60
Final Exam (comprehensive)	40
Group Influences (Movie) paper	20
Team Marketing Project (Walmart)	20
4 article summaries @5 pts	20
Participation	<u>10</u>
	170 possible points

Grading Scale

94-100 = A	77-79 = C+
90-93 = A-	74-76 = C
87-89 = B+	70-73 = C-
84-86 = B	
80-83 = B-	

Academic Integrity: Academic integrity is expected. Failure to abide by the college's academic integrity policy will result in a failing grade in the course.