

MBA 508 Marketing Principles

Seattle University, Spring Quarter 2009

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Office Hours: I am usually available Monday through Friday, 9:00 a.m. - 10:00 a.m. However, please call ahead to make an appointment.

Class Schedule: Wednesdays 6:00-8:40 p.m. Pigott 305

Note: Due to my responsibilities as Director of Athletics here at Seattle U, there may be planned and unplanned absence. However, the class time missed will be made up at a later date during the class project sessions.

Course Description

This course examines both the broad socioeconomic, political, regulatory, ethical and technological environment in a global context and the firm's immediate environment of customers, partners, and competitors. In parallel, the course analyzes the business opportunities and the actions the firm can take in product design, pricing, promotion and distribution.

Teaching Outcomes

1. To be aware of important changes that have taken place around us, and to be sensitive to further developments in these areas.
2. To understand the importance of external environment to a firm's survival and success.
3. To be able to identify new business opportunities and obstacles brought up by changes in the external environment.
4. To be able to translate such business opportunities to a meaningful marketing plan that is understood by marketing professionals.

Learning Objectives

1. Understand business concepts in "corporate image," managerial principles, market segmentation, the management personality, the marketing personality, market research and forecasting.
2. Analyze the psychological factors in motivation and need theories.
3. Appreciate the positive value of business in the New Millennium.
4. Understand communication (both verbal and nonverbal) as it applies to effective marketing principles.
5. Evaluate the impact of empathy at the different marketing levels.
6. Gain a better understanding of the pressures and demands with respect to marketing and study individual marketers in high positions.

7. Analyze the method of staffing available to marketers.
8. Recognize the sociological factors in marketing.

Required Course Material

Philip Kotler and Gary Armstrong, *Principles of Marketing*, 11th ed., (white cover) Prentice Hall.

Note: This text will be used as a resource and for outlines, but is not necessarily the primary source for tests.

Assignments and Evaluation

Minor Project – (10% of grade) Write a two-four page review analyzing 3 different Market Segments of a similar product (i.e. Late Night Talk Shows, Wine, Fast Foods, Universities, Pro Sports Teams, Beer, Soft Drinks, Internet, etc.)

Test – Two tests will be required (30% of grade). All class materials (lectures, hand outs, articles, videos etc.) could be a part of the exam so it is imperative that you attend class and take good notes. Generally, up to 10% of the tests will be from the text book but will purposely not be covered in class, so you are expected to read the chapters. Over 50% of the test questions will come from class notes.

Major Project – Small group project (50% of grade) involving group and marketing dynamics typical of a new product. You will be placed in small groups with similar management styles to create a “baseball cap” to be sold to the Seattle University community. The group will be expected to recognize the weaknesses inherent in too many “personality similarities” and to make the necessary adjustments for a successful project. A “marketing mix” presentation will be expected for the last class with the goal of making the sale.

Assignments, Class Discussion and Quizzes – Class attendance is important (up to 10% of grade). You are permitted one unexcused absence and two late arrivals or early departures. More absences beyond the policy will result in a grade reduction. Reading assignments will be announced for each class. No late assignments will be accepted.

MBA 508 Tentative Class Schedule & Assignments

Date	Topic	Reading(s)
4/1	Introduction Define Marketing Marketing Strategy Review Starbucks (pg. 42) Text Assignments Due: Type a 1 page, (1 1/12 spaced) review of a retail outlet answering the following questions: 1) Describe your first impression of the store; 2) record the sound/noise inside the store; 3) describe the odor; 4) how were you approached; 5) describe the solicitation transaction.	Ch. 1 and Ch. 2
4/8	Marketing Environment & Marketing Research Text Assignment Due: Enterprise Rent-a-car (pg. 133) – answer Questions for Discussion. Project Assignment Due: Provide reflection of 1 st group Meeting--“How would other group members perceive me?” Consumer Behavior	Ch. 3 and Ch. 4 Ch. 5
4/15	Buying Decision Process Project Assignment: Provide Mission Statement, Objectives and Concepts Text Assignment Due: Converse (pg. 271), Questions for Discussions. Market Segmentation Review SW Airlines 9 (pg. 223) Product Services	Ch. 6 Ch. 7 Ch. 8
4/22	Review Class Project New Product Development Pricing Products Project Assignment: Provide Personal “Sources of Ambiguity.” Minor Project Due	Ch. 9 Ch. 10
4/29	Test #1 Ch. 1-10 Pricing Strategies Market Channels Review Staples (pg. 391) Project Assignments: Provide your choice of the type of pricing strategy that will be used Text Assignment Due: Staples (pg. 393), Questions for Discussion.	Ch. 11 Ch. 12

5/6	Retailing and Wholesaling Communications Strategy Review Dunkin Donuts (pg. 450) Project Assignments: provide your competition Position. Projects Text Assignment Due: Sears (pg. 423), Questions for Discussion.	Ch. 13 Ch. 14
5/13	Review Class Project Project Assignment: Provide Methods of Research and Promotions/Advertising Advertising Review Pepsi (481) Text Assignment Due: Pepsi (pg. 483), Questions for Discussion	Ch. 15
5/20	Personal Selling Project Assignment: Provide your competitive position Text Assignment Due: Amazon (pg. 549) , Questions for Discussion Competitive Strategies Review Nike (pg. 548)	Ch. 16 Ch. 17
5/27	Global Marketplace Project Assignment: Provide Target Market and a SWOT Marketing Ethics Review Globalization vs. Americanization (pg. 598) Assignment: Market Ethics Questionnaire – Hand Out Class Ends at 7:30 pm: Your group is expected to meet for at least one hour off campus to share food and/or beverages.	Ch. 18, Ch. 19, & Ch. 20
6/3	Test #2 Ch. 11-20 Small Group Presentations on Marketing Mix (price, place, proposal & promotion.)	