

MKTG.360: INTRODUCTION TO MARKETING
Course Content and Administration
Fall, 2012
Section 12899
Professor Charles W. King
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MKTG. 360: INTRODUCTION TO MARKETING--An Overview

The Field of Marketing. Marketing has been defined as "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives."

The area of marketing includes the gamut of business activities involved in the sale of goods and services such as product planning, packaging, pricing, branding, selecting and directing channels of distribution, personal selling, advertising, promotion and conducting marketing research.

The marketing manager operates within a continually changing environment of consumers, competition, traditional trade practices, and governmental influences. The goal of the marketing manager is to use the elements of marketing at his control, the product line, distribution channels, pricing and marketing communications to accomplish the firm's objectives.

The arena of marketing is a particularly exciting and challenging sector of the firm's operation. Through its marketing strategy, the firm adapts to its changing markets and the shifting competitive structure.

The Broad Goal of MKTG. 360: Introduction to Marketing. MKTG. 360: Introduction to Marketing is the first, introductory course in the undergraduate marketing curriculum. The goal of the course is to present a survey introduction to the basic concepts of marketing and the activities of the marketing manager, operating both in the domestic and international marketing arenas.

Objectives of MKTG. 360: Introduction to Marketing. MKTG. 360: Introduction to Marketing has been designed to:

- Develop the student's understanding of the basic concepts and terminology of marketing, in both domestic and international contexts.
- Expose the student to the key functions of marketing management.
- Present current, "real time" examples of market positioning and marketing management in action, covering the planning and execution of marketing strategies.
- Identify career opportunities for the student in marketing management.
- Apply the concept of market positioning to the individual student's professional career planning.

*The tentative examination dates are listed in the Course Schedule. The examination dates will be reconfirmed in class announcements.

MKTG. 360: The Optional Research Report.

Each Mktg. 360 student is given the OPTIONAL OPPORTUNITY to write a research paper describing and critiquing the marketing strategy of a company selected by the student. Students may select their own product or service and company to research.

A total of up to 40 extra points can be earned on the Optional Research Report. These extra points are to be added to the individual's total grade points AFTER the final grade curve has been determined.

The Optional Research Report will be introduced the first day of the Spring, 2012 Semester. As an Overview, the Optional Research Report will involve:

- Identification of a new or unique marketing concept/product/service of particular interest to the student.
- In-depth field interviews with the operating managers of the selected Target Firm and two selected relevant competitors.
- Analysis of the "real time" marketing strategy and tactical execution by the Target Firm and critique of strategy and implementation in comparison with two selected relevant competitors.
- Preparation of a formal, 15 page written report summarizing the analysis with recommendations for the Target Company.

The detailed mechanics of the Optional Research Report are outlined in the handout, ***ANALYZING MARKETING STRATEGY: AN OPTIONAL RESEARCH REPORT.***

The Optional Research Report will be discussed in-depth in class over the semester.

Optional Research Paper Due Date: Tuesday, December 4, 2012.

Calculation of the Course Grade.

The course grade curve will be calculated based on the class performance on these required assignments totaling **430** points.

After each examination, the examination scores **and the approximate course grade curve** will be announced. Thereby, each student will know **approximately** what her/his grade standing is in the course throughout the semester.

The course grade curve is based on **the TOTAL CLASS PERFORMANCE (GRADES OF ALL STUDENTS)**. The course grade curve is **NOT** based on any straight/normal scale, e.g., (100%-90% is an A, 89%-80% is a B, etc.).

Student Disciplinary Policy. Student Disciplinary Policy.

MKTG. 360 strictly follows the prescribed **UIC Student Disciplinary Policy** for all student conduct in the classroom such as both academic misconduct(such as plagiarism, cheating or grade tampering) and behavioral misconduct.

Professor King will clearly outline acceptable and unacceptable classroom behavior in MKTG. 360. Any student who has questions about appropriate or inappropriate classroom behavior can question Professor King in class or request a private meeting with Professor King outside of class during MKTG. 360 Office Hours in University Hall, Room 2213.

Disability Services Notification.

Students with disabilities who require accommodations for full access and participation in MKTG. 360 classes should contact Professor King immediately on the first day of class. Those students should be registered with the Disability Resource Center (DRC). Those students are encouraged to please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD)

General University Information.

Information about or links to university information about academic deadlines, religious holidays, etc. should be consulted at the UIC Web Site.

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