

University of Illinois at Chicago Marketing 500

Marketing 500 Introduction to Marketing (27539)

Fall Semester 2012 (4 hrs credit course)

Class Time: WED 14:00-16:30

Office Hours: WED 16:30-17:45; by apptmt [Ask Location]

Required Text: *Framework for Marketing*, 5th Edition, Prentice Hall (Kotler)

Required Accessory: Iclicker (v1 or v2: Available at UIC Bookstore)

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Course Overview and Objectives

This survey course is intended to provide you with a broad overview of marketing concepts, tools and methods of analysis. As an introductory course, not all topics can always be covered in depth; instead, the aim is to give the student exposure to the most important aspects of marketing, providing the student with a solid foundation upon which to build. At the conclusion of this course, you will be equipped with basic knowledge of the principles of marketing necessary for functioning in business in any industry.

Specifically, the objectives of this course are:

- 1) To enhance your knowledge of marketing as a strategic unit within a firm, including further development of your ability to “think marketing strategy”;
- 2) To improve your existing aptitude for decision-making—specifically sharpening your analytical skills based on marketing principles.

Class Structure

Classes are a combination of lecture and case analyses. The lecture portion of the class will focus on principles and theoretical materials, with identification of application to marketing strategy. You are expected to be familiar with (**NOT** memorize) the topics by reading the assigned chapters in advance. During lectures I will emphasize the key concepts.

The case portion of the class is focused on applying your working knowledge of theory into practice. You are expected to carefully read each case and prepare a write-up for each case before class. This will be more fully discussed on the first day of class.

Participation is an important part of this course. You are expected to do as much work *during* the class as you do to prepare for the class. Frequent questioning is the rule of thumb. Overall, the class format is intended to strengthen your comfort level assessing marketing situations and responding “real-time”. The emphasis is on quality of participation, not quantity.

Careful self-monitoring using the following criteria for effective classroom participation may be useful:

- Do comments generate discussion or they tend to be ignored by others?
 - Do others appear left with a “so-what” feeling or does the discussion reach a conclusion that is clearly understood and appreciated?
 - Do comments develop on evidence from the assignments or do they just relate to what everybody already knows?
 - Are participants able to clarify important aspects of previous comments and relate them to the problems and topic under discussion
 - Do comments distinguish among different kinds of data-facts, opinions, beliefs, and theories in the construction?
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Case Analysis: Presentations and Write-Ups

Case analysis is fundamental to this course. Given its importance, a portion of the first lecture will be dedicated to fully covering expectations in this area. Additionally, a separate hand-out will be posted on Blackboard.

All cases assignments must be turned in at the designated time. LATE assignments are not accepted. Missed assignments must be discussed with the professor and will be handled on a case by case basis.

Class Materials

Readings

All required readings are listed in the syllabus. Cases may be purchased on-line one week in advance.

Lecture Slides

Copies of all lecture slides will be posted on Blackboard

Additional Materials

Elker is required for this course (available at UIC bookstore). Occasionally there may be additional readings intended to enhance your learning. Notifications of these will usually be made via blackboard.

Honor Code

The honor code is as follows:

- All individual case analyses (write-ups) should be prepared individually and outside discussion of the case with individuals NOT in the course should be limited.
 - If you are with a group responsible for presenting a case, you should NOT discuss the case with other class members, outside of those in your group.
 - You are expected to abide by the CBA Student Code of Ethics. In keeping with CBA policy, evidence of academic dishonesty will automatically result in a failing grade for the course and disciplinary review by the University. Academic dishonesty includes, but is not limited to: cheating, plagiarism, falsification of information, examination by proxy, bribery, and non-original works.
 - To update yourself on the honor code for the college as well as your rights and responsibilities as a student, please review the CBA Honor Code/Student Rights and Responsibilities at:
<http://www.uic.edu/cba/ugrad/Documents/CBAHonorCodestudentresponsibility.pdf>
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Policy of Professional Behavior in the Classroom

Inattention:

Please do not read other books, newspapers, magazines, text messages, internet chats, etc. during the course of class. Please listen carefully and join in the individual and group discussions. It will help you master the materials and understand instruction better. If the instructor determines you are a distraction at any point in the class due to your behavior, you may be asked to discontinue your current behavior and/or leave the class.

Side Conversations

Side conversations make it difficult for you and your classmates to actively listen and learn. If the instructor determines you are a distraction at any point in the class due to your behavior, you may be asked to discontinue your current behavior and/or leave the class.

Grading

Students will be evaluated as follows:

Participation**: 10%

Exams: 40%

Cases: 30%

Final Exam/Case: 20%

**Attendance, assignments turned in on-time, class participation

UIC Disability Services

The University of Illinois at Chicago is committed to maintaining a barrier-free

environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at [\(312\) 413-2183](tel:3124132183) (voice) or [\(312\) 413-0123](tel:3124130123) (TDD). More information may also be found at the DRC Website at http://www.uic.edu/depts/oa/disability_resources/index.html

Students requesting accommodation must provide a Letter of Accommodation (LOA) outlining the specific accommodations requested for the course. This letter is developed by the DRC in coordination with the student and delivered by the DRC or student prior to the start of the semester.

Course Outline

<i>Dates</i>	<i>Topics</i>	<i>Readings*</i>	<i>Assignment</i>
<i>I. Marketing Management Overview</i>			
29 th Aug	Course Intro Case Analysis Groups Formed		
<i>II. Market Opportunities and Strategies</i>			
5 th Sept	Strategic Planning and the Marketing Process	Chapters 1, 2	Case Intro/Prep
12 th Sept	Competitive Analysis/Strategies	Chapter 9	Case Intro/Prep
19 th Sept	Market Research	Chapter 3	Whatever/Wonderland
26 th Sept	Market Segmentation, Targeting and Positioning	Chapter 7	Exam 1
3 rd Oct	Consumer Markets and Consumer Behavior	Chapter 5	4Ps/AAAS
10 th Oct	Products and Product Life Cycle Strategy	Chapters 10	H&K/Gimme5
<i>III. Marketing Decisions</i>			
17 th Oct	Pricing Strategy	Chapter 12	Exam 2
24 th Oct	Integrated Marketing Communications	Chapter 15	Gimme5/Wonderland
31 st Oct	Place Strategy	Chapter 13 Also pp.60-65	H&K/4Ps
7 th Nov	Product and Brand Strategy I	Chapter 8	AAAS/Whatever

<i>Dates</i>	<i>Topics</i>	<i>Readings</i>	<i>Assignment</i>
14 th Nov	Product and Brand Strategy I	Chapter 8	Exam 3
21 nd Nov	Group Case Work		
28 th Nov	Global Mktg Part 1		Assigned Readings
5 th Dec	Global Mktg Part 2		Final Exam/Case
12 th Dec	Final Exam Week		

***Assigned chapters may be changed/modified.**

*****Midterm grades are based on scores calculated as of 12 October and do NOT include the second exam. They are based on Exam 1 score/grade**