

BUSINESS ADMINISTRATION 215B
Principles of Marketing
Spring 2010

Instructor: Dr. Ed Chung
Office: Hoover 205
Hours: MWF 11am - 12:30 pm; 1:40-2:30 pm
and by appointment

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TURN OFF YOUR CELL PHONES!

FIRST THE BAD NEWS

I give pop quizzes.
I do NOT teach from the book.
We do Harvard style cases, not three-page end-of-chapter jobs.
I expect you to “crunch numbers” when necessary.
The passing grade is a D-.
I consider a B- a GOOD grade.
You don’t come to class, you fail.
You don’t come to class on time, you fail.

NOW THE GOOD NEWS

There really isn’t any.

IT IS IN YOUR INTEREST TO READ AND FOLLOW THE SYLLABUS

STUDENT OUTCOME OF LEARNING

1. Students will learn the basic concepts and models in marketing, and will learn to apply them in marketing decision-making.
2. Students will acquire work discipline..
3. Students will learn to take notes.

Such outcomes are measured by your performance in the various course components.

ONE OF CHUNSKI’S RULES OF THUMB

A good marketing manager is very comfortable working with numbers

COURSE MATERIAL

Kotler and Armstrong (2010), *Principles of Marketing*, 13th edition. Prentice Hall.
(ISBN: 978-0-13-607941-5)

Plus, additional readings to be assigned.

WARNING: LATE ASSIGNMENTS NOT ACCEPTED!

LAME EXCUSES FOR LATE ASSIGNMENTS

I realize sometimes your printer may be broken, or the disk is corrupted, or something like that. Well, if you do not wait till the last minute to print out your report, etc., this is not an issue. Plan accordingly.

Top 10 moronic excuses (it's moronic for you to use them; it's moronic for me to accept them):

10. I started looking at the assignment last night and realized how long it would take! (that's why you have a syllabus).
9. This is unfair. There is so much to do! (that's why it's Elizabethtown College and not Elizabethtown Grade School).
8. The printer (or the disk, or some other mechanical stuff) broke this morning. (so don't wait till the last minute).
7. I have other tests and assignments due this week (that's why you have a syllabus).
6. I had to go out of town on the weekend (it's your choice).
5. I left it at home (well, don't!).
4. I didn't feel like doing it (see you back next year!).
3. I don't quite understand what I am supposed to do (ever thought to ask?).
2. Oh, I didn't know it's due today (that's why you have a syllabus).
1. I never read the syllabus (that's your problem).

READ AND KNOW THE SYLLABUS

It's your rulebook. Learn the rules or take the consequences. Your choice.

GRADING SCHEME

Your grade for the course is based on your performance in each of the course components. The following chart shows the relative weight of each of the components, and also how your final letter grade will be assigned. *Note that I do not bell-curve.*

			<u>points</u>
Cumulative Final		=	260
2 tests	@150	=	300
Pop Quizzes (up to 12)		=	200
Group Project Presentation		=	50
Group Project Report		=	100
Individual Assignments X 3	@30	=	<u>90</u>
TOTAL			1000 points

Letter grades are based on the following distribution:

A	941 and above
A-	901 to 940
B+	871 to 900
B	831 to 870
B-	801 to 830
C+	771 to 800
C	731 to 770
C-	701 to 730
D+	671 to 700
D	631 to 670
D-	600 to 630
F	under 600

See Section on Attendance for IMPORTANT information

RESPECT WHAT YOU'RE WRITING

When you submit a report, or a memo, or a letter, or whatever form of written communication, your writing becomes your representative. Your boss sees you when she/he reads your memo. Give it the proper respect. You are college-educated, and you should write in a manner consistent with your education. Check your punctuation, your spelling, your grammar, your sentence structure, your word choice, and then check them again. Mistakes do happen, and we do forgive. However, repeated negligence and lack of respect reflect poorly on your professionalism – and will be similarly demonstrated by your grade.

ANOTHER ONE OF CHUNSKI'S RULES OF THUMB

Consult your syllabi before making travel plans

IN-CLASS TESTS (300 points)

There will be TWO tests to be administered in class (see detailed schedule for dates). These will be about 70 minutes in length, and will be closed book. All assigned readings and material covered in class, including text and articles, cases, presentations, videos, and lectures, can be tested. **In short, everything we do in class is fair game.** These tests, however, are non-cumulative, in that each test will only cover material since the previous test and up to and including the previous class. For the first test, of course, topics covered will be from the first class on. **No make-up tests will be given.** Each test is worth 150 points of your final grade.

Test 1 is scheduled on Feb 22, and Test 2 is scheduled on April 12.

YOU WILL NEED A CALCULATOR

FINAL EXAM (260 points)

No make-up final will be given. The final is cumulative, and will cover all material since Day 1 of the semester. The final exam format is similar to that of the tests. The final is worth 260 points of your final grade. Plan your travels accordingly. No special arrangement will be made to facilitate early departures for holidays. You will write the final scheduled for your own section. No substitution allowed. This is NOT Chunski's Travel Service, nor is this a buffet dinner.

The final exam for Section B is scheduled on MONDAY, May 10, 11 am - 1 pm.

POP QUIZZES (200 points)

There will be **up to** twelve pop quizzes during the semester. These will generally be short (probably taking no more than 10 minutes) with just a few short questions. They will cover material from one week up to and including the current session (ie the quiz date). As with the in-class tests, everything we do in class is fair game, as are all readings, cases, presentations, lectures, class discussions, etc. The number of points pertaining to each pop quiz will be determined by the actual total number of pop quizzes that take place during the semester. If there are a total of 10, then each is worth 20 points. If there is only one, then that one is worth 200 points. And so on. *You are well-advised to do your readings prior to class.* There will be no makeup for pop quizzes.

MISSING TESTS AND QUIZZES

You are told about the test dates in the beginning of the semester. Plan accordingly. Having other tests and exams on the same day is not reason enough to ask for a makeup. Out of town trips that can be planned ahead of time constitute inadequate excuse for missing a test. You are of course free to choose whether you want to take the test or not. The consequences, however, come with your decision. A grade of ZERO will be assigned to any test that you miss, unless it is a result of exogenous factors totally beyond anticipation and/or your control. If for some (adequate) reason you have to miss a test, come see me ahead of time and we can come up with a plan B. If the absence is a result of unexpected circumstances, come see me right afterwards.

I know sports is important. But I don't grade you on your sports activities. If you can't miss practice or a game, what makes you think it's okay to miss class or a test? There is no entitlement in my classes.

Because of the nature of the pop quiz (ie *unannounced*), it is not possible for you to plan ahead of time. On the other hand, the pop quizzes happen in class time, and I expect you to be available at quiz time. If some unexpected event has taken place to make you miss a quiz, come see me right afterwards. If the absence is due to a reasonable excuse, I am prepared to drop that from calculating your final grade. Otherwise, a grade of ZERO stands. So what constitutes a reasonable excuse in this case? Verifiable emergencies. Note that in the context of the course, **you are a student first.** The choice, however, is yours, as are the consequences.

GROUP PROJECT (150 points)

There are two components to your group project. You will make a group presentation worth 50 points, and you will submit a group report worth 100 points.

The group will pick a Etown student organization/group. It must be an officially recognized group. Examples include any varsity sports team, student club/professional organization (e.g. Marketing Club,

Honour Society, Habitat, etc.), and groups geared towards students (e.g. FASE). Get my approval before you get started. You need to submit a one-page proposal to me by Feb 1 for approval.

One-Page Proposal, Due Feb 1

Your one-page proposal should include the following:

1. Name of organization/group
2. Brief description of group
3. A brief summary of what you propose to do for the group in question (see below)

In addition, attach a letter/memo from an officer/official/advisor of the group certifying their approval of your project. It must be signed by the officer.

Only after you have obtained my approval should you begin work on the project.

Specifics of the project

You will develop a marketing campaign for the group.

This is meant to be a (somewhat) fun project, so you should find a group that you actually care about.

First, set your goals/objectives.

Come up with a precise set of goals and objectives for the project. What are you trying to accomplish for the group? For example, do you want to build awareness of the group? Are you trying to increase attendance? Increase membership? Build donations? You MUST come up with tangible outcomes that can be measured.

For example, you want to increase student membership from X to Y before the end of the semester. This is measurable.

Why do you want to do this? There must be a good reason why this is a good objective. Is awareness low right now? Does the group lack members? Explain how you propose to measure your performance.

Second, develop an action plan.

HOW do you propose to get it done. You should focus on deliverables. How will it be done. Who will do it. How much time will it take. How much will it cost. You should produce a step by step action plan that is do-able. Set timelines. What will be done by when.

Third, support your plan.

Use marketing knowledge to support your plan. You will need to discuss who your market/audience is. What are their characteristics? What do they want? This is where your knowledge of segmentation, targeting, and positioning comes into play.

You will have to show me how you will employ your marketing mix to get things done. You need to provide rationale, based on your marketing knowledge, why/how your plan will work.

Fourth, develop a performance measurement.

How will you know that it works? How will you measure it?

Specific Requirements for your presentation

You will conduct a presentation during the class period assigned. Figure on a 30-minute presentation, employing A/V aids, props, etc. Your presentation should provide the specifics listed above, and start off with an agenda of the presentation. Engage the audience. Sell your ideas to the audience (and to me in particular). The presentation is worth 50 points.

Specific Requirements for your report

You will submit a written report (see requirements for written work as stated in this syllabus) detailing the specifics as listed here. In addition, you should attach an executive summary AT THE BEGINNING of the report. The executive summary should be a one-page summary of the key points of your project. A good indicator of the effectiveness of the executive summary is this – if the reader chooses to read ONLY the executive summary, will he/she know enough to approve/reject your proposal?

Remember, you are making a proposal. Sell it. Make it work. The report is worth 100 points. It should be double-spaced, pages numbered, stapled, and be no more than 10 pages. Font should be Times New Roman 12.

Include a cover page with title and sign your names on it. *The report for ALL groups is due on April 23.*

PEER EVALUATION ADJUSTMENT

At the beginning of class on the last day of the semester (due May 7), you are required to submit a peer evaluation for your group. Each person in the group should submit to me an evaluation of all other members of the group. What should the evaluation contain?

List all the members of the group, including yourself. Beside each person's name, assign 0-10 points. Giving someone 10 points means you think this person has contributed his/her fair share. Giving someone 0 point means you think this person is simply piggybacking on everyone else's work. Do not give more than 10 points or negative values to any member.

After the point assignment, provide a short (one paragraph) rationale for the ratings you have submitted. Sign and date your submission. *This document should be typed.* Your peer evaluation sheet will be held in confidence by me.

You will not have completed your group work requirements if you fail to turn in this peer evaluation document by the due date. This results in a 50 point reduction for all your group work.

Once I have collected all the peer evaluation ratings, I will average out the scores for each person in the group. **A person whose average score is 9-10 retains the group grades. Average scores below a 9 will be expressed as a percentage (eg. an average score of 8.2 is translated to 82%).** This percentage is then applied to all the group grades, and the individual in question is assigned this adjusted grade for all group grades.

A WORD ABOUT WRITTEN REPORTS

I am a big fan of the kiss principle. I also **INSIST** that all reports and memos longer than two pages should be page-numbered. (I am very serious about this, since this is so important in the business world.) *Failure to do so constitutes an incomplete report and will not be graded.*

Don't just rely on spellchecks. Sometimes they lie. Many moons ago, in one of my previous lives, the Director of Public Affairs sent out a memo to the rest of the company. Unfortunately, he forgot the letter "I" in public. The memo did pass through spellcheck. Needless to say, it didn't go well.

All your written assignments must be typed, in size 12 font (preferably Times Roman or equivalent), with pages numbered sequentially, and stapled. Sign your names to express it is your own work. If it's a group submission, everyone in the group should sign. Assignments are due at the beginning of class on the due date. Late submissions are not accepted. Late, in this context, means anything past the beginning of the assigned class. *I do not accept email or fax transmissions.*

INDIVIDUAL ASSIGNMENTS (90 points)

Each person will also work on and submit THREE homework assignments as laid out in the syllabus. In Appendix 2 of the text, there are THREE sets of Exercises (see detailed schedule). Selected questions from each set will be your assignments. These are due on the date assigned (4/14, 4/16, 4/19).

You should answer the identified problems (and all their subparts), and show all your work. The assignment need not be typed, but must be written in a clear, readable format. Make sure you have your name on the assignment. The assignments are due at the beginning of the class period. **NO LATE SUBMISSION WILL BE ACCEPTED UNDER ANY CIRCUMSTANCE.** *Make a copy for yourself for class discussion. I will randomly call on people to participate in the discussion.*

FORMATION AND GOVERNANCE OF GROUPS

You are responsible for forming your own groups, subject to my approval. Furthermore, you are responsible for managing your own groups. In essence, each group becomes an "autonomous work team" and I will rely on you to regulate your own group. At the end of the semester, there is a mechanism for peer evaluation, but by then it may well be too late. You will have to work out work distribution and scheduling, etc. Use this opportunity to prepare yourself for project environments that you will almost surely face once you leave Elizabethtown.

You are expected to form your own groups. By January 25, you should give a list of your group members to me for endorsement. Once formed, these groups will last the entire semester for this course. Depending on the size of the class, I expect the groups to comprise no more than five individuals, though this will be confirmed as actual class size is known. **Anyone who is NOT in an approved group by class time on January 25 will not participate in any group grades, thus automatically losing 150 points.**

I will not run your groups for you. I rely instead on your own good judgement and maturity to ensure the group performs. However, if group members feel that my involvement may be beneficial, I'm more than willing to help out. The final management of the group, nonetheless, is in your hands.

A WORD ABOUT TEACHING

This is a case course. We identify and solve problems. We apply concepts to analyze problems. You will only learn if you participate in the learning process.

If you want to seek clarifications about the course material, and it is not possible or appropriate to do so in class, *feel free* to visit me at my office, email, or call me. I am more than happy to meet with you and to help if I can. My responsibility to you does not end at the end of class.

Many of your fellow students have found it beneficial to continually consult with me outside of class regarding their cases, projects, studies, etc. I **strongly** encourage you to come talk to me about your various course components, and I am **not** against giving suggestions to students so that their final output warrants a better grade.

ATTENDANCE

I expect you to be in class, on time, for each class meeting except for verifiable emergencies. It is YOUR job to verify the emergency to MY satisfaction, not the other way around. As stated in the College catalog, excessive absence will result in dismissal from the course.

Attendance is not an option. It's a requirement. And I don't mean only that you are physically there. Sleeping in class, balancing your checkbook, making entries into your Blackberry, studying for another class, reading love letters from your dog, writing love letters to your dog, chit-chatting, texting, reading the horoscopes, and all that juvenile stuff each constitutes an absence. So if I catch you doing any of that, it's an absence.

There are times when you really need to be absent. Catching a flight is not one of them. Scheduling a routine medical appointment is not one of them. Having to go to work is not one of them. A real emergency may be one of them. Consult with me ahead of time. We can try to work things out. But absences are not entitled.

The class lasts only 70 minutes each session. Empty your bladders before class. Unless you have a medical condition, you do not leave the room during class to go to the bathroom or to take a walk. If you do, do not return. Your departure will be counted as an absence. Your return will be equally disruptive, and will be counted as a second absence.

For each class you miss, without proper approval (see above), you lose 25 points. If you are absent three times or more during the semester, YOU FAIL THE COURSE.

For each class that you're late (as in I've started but you're not there yet), you lose 15 points. If you are late five times or more during the semester, YOU FAIL THE COURSE. Being late in excess of 5 minutes constitutes an absence (see above).

ACADEMIC INTEGRITY

All students are expected to adhere to the Pledge of Integrity, as outlined in the College catalog.

CAVEAT

This syllabus is tentative and may be changed depending on progress and development and as circumstances require.

Special Note:

If you have a documented disability and need reasonable accommodations to fully participate in course activities or to meet course requirements, you must:

- 1.) Contact the Director of Disability Services, Dr. Kristin Sagun, in the Center for Student Success, BSC room 228 by calling 361-1227.
- 2.) Meet with me (the instructor) within two weeks of receiving a copy of the accommodation letter from Disability Services to discuss your accommodation needs and their implementation.

DETAILED COURSE SCHEDULE*

Rev. 1.11.10

DATE	TOPIC	ASSIGNMENT
W 1/20	Introduction	Ch 1
F 1/22	Planning	Ch 2
M 1/25	cont'd Planning	GROUP LIST
W 1/27	Environment	Ch 3
F 1/29	Research	Ch 4
M 2/1	cont'd Research	One-page Project Note
W 2/3	CB	Ch 5
F 2/5	cont'd CB	
M 2/8	STP	Ch 7
W 2/10	cont'd STP	
F 2/12	<i>Class cancelled - conference engagement</i>	
M 2/15	Products	Ch 8
W 2/17	cont'd Products	
F 2/19	New Products	Ch 9
M 2/22	TEST 1	
W 2/24	Pricing	Ch 10
F 2/26	Pricing 2	Ch 11
M 3/1	Channels	Ch 12
W 3/3	cont'd Channels	
F 3/5	Retail/Wholesale	Ch 13
	3/8-3/12	<i>March Break</i>
M 3/15	IMC	Ch 14
W 3/17	cont'd IMC	
F 3/19	Promo Mix	Ch 15-17
M 3/22	cont'd promo mix	
W 3/24	Competitive Advantage	Ch 18
F 3/26	<i>Conference Engagement - class cancelled</i>	

DETAILED COURSE SCHEDULE* (cont'd)

DATE	TOPIC	ASSIGNMENT
M 3/29	cont'd Competitive Advantage	
W 3/31	Global	Ch 19
R 4/1	Sustainability	Ch 20
F 4/2	<i>Easter break</i>	
M 4/5	<i>Easter break</i>	
W 4/7	<i>Student conference - class cancelled</i>	
F 4/9	Marketing Plan	Appendix 1
M 4/12	TEST 2	
W 4/14	Numbers 1	Appendix 2 Set 1, 1.3, 1.5 Due
F 4/16	Numbers 2	App 2, Set 2, 2.1, 2.2 Due
M 4/19	Numbers 3	App 2, Set 3, 3.1, 3.2 Due
W 4/21	Business Buyers	Ch 6
F 4/23	Presentation 1	All Reports Due
M 4/26	Presentation 2	
W 4/28	Presentation 3	
F 4/30	Presentation 4	
M 5/3	Presentation 5	
W 5/5	Presentation 6	
F 5/8	Presentation 7	Peer Evaluation Due

FINAL EXAM: MONDAY, May 10, 11 am - 1 pm.

**This is a tentative class schedule and is subject to change.*