



Abraham Baldwin

AGRICULTURAL COLLEGE

A State College of the University System of Georgia

TIFTON, GEORGIA

Course Name: Principles of Marketing

Course Number: MKTG 2175

Principles and strategies involved in the movement of goods and services from producer to consumer, including target marketing, branding, pricing, and packaging. Marketing functions are discussed with special attention to the management of the marketing mix.

Pre-requisites/Co-requisites: Learning support as required – Reading

Course Learning Outcomes:

1. The ability to exhibit an understanding of the marketing mix and its relationship to marketing strategy.
 2. Demonstrate an understanding of the characteristics of, and strategies appropriate for the various types of consumer goods.
 3. Exhibit an understanding of the target marketing process and the manner in which markets are identified and developed.
 4. Demonstrate an understanding of the concept and process of branding and how it is used to develop brand value and customer loyalty.
 5. Demonstrate an understanding of the different pricing strategies and how they are employed.
 6. Exhibit a knowledge of basic marketing terminology.
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College Policy on Class Attendance: Courses at Abraham Baldwin Agricultural College are provided for the intellectual growth and development of students. To attain maximum success, students must attend all their classes, be on time, and attend all scheduled course activities including, but not limited to, field trips, seminars, study sessions, individual conferences, and lectures. This interaction with instructors and other students is an important element of the learning process, and a high correlation exists between class attendance and course grades. A student must understand the importance of regular participation in classroom and laboratory activities. The absence of any student affects not only his or her performance but the performance of the class as a whole. Absence from class, for whatever reason, does not excuse a student from full responsibility for class work or assignments missed. Students must accept this responsibility.

Instructors will keep accurate attendance records and must report the individual number of absences with midterm and final grades. Students whose number of unexcused

absences is more than twice the number of class meetings per week (the equivalent of two weeks of instruction) will receive a grade of "F" for the course. Fewer absences than twice the number of class meetings per week may result in grade penalties at the discretion of the instructor. Specific attendance requirements applying to labs, clinics, accelerated classes or Learning Support will be adapted to the unique situation by the appropriate division. Final determination of what constitutes an excused absence rests with the classroom instructor. In implementing this policy, faculty will not include in a student's unexcused absences those absences incurred due to authorized and approved college sponsored events (or in the case of joint-enrollment students high-school sponsored events) in which the student represents the institution as part of a group or under the direct supervision of a faculty or staff member.

Whenever a student is absent, whether for official or personal reasons, the student must assume responsibility and provide notice to the instructor, preferably in advance, for making arrangements for any assignments and class work missed because of the absence. However, final approval for make up work remains with the individual instructor.

A student who stops attending class without officially withdrawing from the course is subject to this attendance policy and will receive a grade of "F" for the course.

At the beginning of each semester, instructors will explain clearly to their students specific attendance requirements (including possible penalties). Additionally, they will publish the attendance policy on their syllabi and web-sites.

A student penalized for excessive absences may appeal through the grade appeal process, as stated in ABAC's college catalog and student handbook. (Revised 7/28/05)

NOTE: Students are considered absent if not present when their name is called as part of the role. Absence from class will considered excused only if such absence is a result of illness, certain family emergencies (to be evaluated on a case-by-case basis) or participation in required school-sponsored evolutions (such as field trips). (Doctors appointments, dentist's appointments, job interviews, etc. should be scheduled so as to not conflict with scheduled classes.) Unusual circumstances shall be considered on a case-by-case basis.

College Policy on Academic Dishonesty: Because Abraham Baldwin Agricultural College has the dual responsibility of educating students and helping them mature into worthy citizens who take their place in the larger community, it has adopted a code for dealing with academic irregularities.

Academic irregularities include, but are not limited to, giving or receiving of unauthorized assistance in the preparation of any academic or clinical assignment; taking or attempting to take, stealing, or otherwise obtaining in an unauthorized manner any material pertaining to the education process; selling, giving, lending, or otherwise furnishing to any person any question and/or answers to any examination known to be scheduled at any subsequent date; fabricating, forging, or falsifying lab or clinical results; plagiarism in any form related to themes, essays, term papers, tests, and other assignments; breaching any confidentiality regarding patient information.

Due Process for Academic Dishonesty Cases

- Step 1. When a faculty member suspects that a student has engaged in academic dishonesty, the faculty member will call the student into a private meeting in the faculty member's office. (The division chair will be notified of and will approve any action.)
- Step 2. The faculty member will confront the student with the evidence of dishonesty and/or academic irregularity. The faculty member and the student will discuss the specifics of what occurred. If the student confesses and accepts responsibility for academic dishonesty, then the faculty member will ask the student to sign in his/her own handwriting, a statement which makes clear that the student admits responsibility for the academic dishonesty. The faculty member will then consult with the division chair. The faculty member is then free to reprimand the student, to give a failing grade for the assignment, or to require the student to resubmit the assignment in question. With approval of the division chair, the faculty member can increase the penalty up to and including a "WF" for the course if the incident(s) merit this severe penalty.
- Step 3. If the student refuses to sign a statement accepting responsibility for the act(s) of academic dishonesty, then a full hearing on the matter must be held. The faculty member and chair will document this incident and schedule a meeting with the student. This information will be turned over to the Academic Dean, who will make the determination of charges against the student and notify him/her in writing. The charges will be mailed by the Academic Dean to the student along with a notice to appear at a hearing, and, if the student wishes, to bring witnesses. At least three days' notice is necessary unless the student waives the notice in writing.
- Step 4. If the student requests a hearing, the Academic Dean has the option of hearing the case for administrative adjudication, convening a special hearing panel including faculty and students, or of referring it to the Student Life Hearing panel which handles all other disciplinary matters on campus. The committee will provide its recommendation to the Academic Dean. The Student Life Hearing Panel, when hearing cases of academic dishonesty, will include two faculty members, two students (one of whom will be the SGA president and the other an associate justice,) and the Director of Student Life, who oversees campus discipline and the Code of Conduct. The Chief Justice of the SGA chairs the panel. The Vice President or Student Affairs will serve as advisor to the panel for all academic dishonesty cases. In general, the decision of the Academic Dean or his/her designee will not be appealed to the Student Life Hearing Panel. An appeal of the Dean's decision will go directly to the President who may choose to use the Student Life Hearing Panel to make a recommendation to him.
- Step 5. The student has a right to appeal the decision of the hearing officer or hearing panel within ten calendar days of the decision. The appeal will be to the President or his designee. The President's decision is final. The President reserves the right to review all disciplinary cases and the judgments made during the process.

If there is a student in this class who has specific needs because of learning disabilities or any other disability, please feel free to contact the instructor.

This is a partial syllabus. More detailed information relating to the class and Instructor will be made available to each student.

MKTG 2175; Principles of Marketing

MKTG 2175-0; CRN: 8340
Class meets: 9:00 – 9:50, MWF
Paul Miller

Spring, 2006

2175SYL

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OFFICE HOURS

Monday: 10:00–11:00am, 12:00–1:00pm, 4:00–5:00 pm
Tuesday: 9:00-9:30 am, 5:00-6:00 pm
Wednesday: 10:00–11:00am, 12:00–1:00pm, 4:00–5:00 pm
Thursday: 9:00-9:30 am, 4:00-5:00 pm
Friday: 10:00–11:00am
Otherwise by chance or appointment

Dates of Interest:

Mid-Term: March 2
Holidays: Jan 16, Mar 6 - 10
Final Exam: Thursday, May 4, 8:00 am – 10:00 am
Learning Support Prerequisites: Reading
Date of last syllabus update: 12/15/05

CREDIT: 3 Semester Hours.

TEXT: PRINCIPLES OF MARKETING, 11/e, Kotler & Armstrong, Pearson/Prentice-Hall

GRADING: Grades will be calculated on a cumulative point basis as follows:

<u>Graded Activity</u>	<u>Points</u>	<u>Grading Scale</u>
Examination #1	75	A: 549 – 610
Examination #2	75	B: 488 – 548
Quality Checks/Homework	60	C: 427 – 487
Marketing Plan	150	D: 366 – 426
Oral Presentation	100	F: 365 or fewer
Final Examination	150	
Total	610	

(I do, of course, reserve the right to alter the above composition should I feel that conditions warrant.)

In addition to the point totals, I reserve the right to use my subjective evaluation in the determination of final grades. My subjective evaluation, however, will be used only to adjust grades upward and then only in the event that a student's final point total is close to the borderline of the next highest grade. For example, if a student's final point total is within two or three points of the next highest grade, I would consider such factors as class participation and my general impression of that student's effort and achievement in awarding a final grade. As per the college's official absenteeism policy, a student's final grade may also be influenced by his/her attendance (see attendance policy).

OUTLINE OF THE COURSE:

Week	Pages	Topics/Activities
1	50 – 51	The nature and elements of the marketing mix.
2	50 – 51	Application of the marketing mix in the development of marketing strategy.
3	9 – 12	The marketing concept and its implication for marketing strategy and operations.
4	41 – 50	The process and purpose of market segmentation.
5	62 – 93 192 – 226	Defining product and generic markets. Target marketing. Cluster and product space analysis. Examination #1
6	243 – 244 249 – 257	Branding – the use of trade names, etc. to develop customer loyalty. Branding strategies.
7	249 – 259	Brand value and developing brand equity.
8	232 – 236	Types of consumer goods.
9	232 – 236	Developing strategies for consumer goods/services.
10	304 – 315 320 – 321 A22 – A23	Pricing techniques.
11	320 – 321 A22 – A23	Target pricing. Average-cost pricing. Examination #2.
12	315 – 319	Competitive environments that influence marketing strategy.
13	244 – 245	Form and function of packaging.
14	290 – 299	Marketing strategies related to product life cycles.
15	290 – 299	Marketing strategies related to product life cycles.

GENERAL INFORMATION AND POLICIES

EXAMINATION PROTOCOL: The following policies and procedures will be followed during all examinations.

1. Please turn off all beepers and cell phones - please see me if this constitutes a particular problem.
2. Please be ready to go at the beginning of the period - Students arriving more than 15 minutes late will not be allowed to take the examination. (This is for test security purposes)
3. Once you have received your examination, you must turn it in if you leave the room. Therefore, please take care of any other requirements prior to the exam.
4. All exams (including the final exam) are timed exams - they will end and all exams will be collected at the designated end of the exam period.
5. Exam scores and/or final grades will be posted for those who so desire. Exam scores and/or course grades will be mailed for those who bring a self-addressed, stamped envelope to the final exam. Sorry - grades cannot be communicated via phone or e-mail.
6. All students will take the final exam at the official scheduled time. Any exceptions must be made through the Dean and Vice President of Academic Affairs.
7. Calculators may be used when required. **HOWEVER**, no sharing or passing of calculators. Stand-alone calculators only - no cell phones.

IN-CLASS ASSIGNMENTS: Quality checks and in-class assignments may not be made up regardless of circumstances (except for conflicts with school-sponsored evolutions). However, each student's lowest score will be dropped and extra credit points added to most in-class assignments to offset the effect of unavoidable absences.

LATE ASSIGNMENTS: All assignments are due at the beginning of the class period at which they are due. Assignments not submitted when collected at the beginning of such class periods are considered late and will be penalized as such. Except for term projects, papers will be accepted late only when prior arrangement has been made with the instructor or unavoidable circumstances made timely submission impossible. For pragmatic reasons, no assignment shall be accepted after it has been graded and returned to the rest of the class. In the case of written term projects, late submissions will be penalized 10 points per day or portion thereof and not acceptable at all after the third day. This penalty will apply regardless of the reason for late submission. Papers will be accepted any time prior to the due date; those who wait until the last minute accept the risk inherent in such action. (Because of scheduling problems, oral presentations **MUST** be delivered as scheduled. There is not sufficient time to give students multiple opportunities.)

BEEPERS, CELL PHONES, AND CALCULATORS: Please turn off beepers and cell phones during class. If this presents a problem, please see me. Calculators may be used on quality checks and examinations at the student's discretion. However, stand-alone calculators alone may be used - no cell phones. Also, each student must bring his/her own calculator - no passing or sharing of calculators.

SPECIAL ACCOMMODATIONS: Any student who requires special accommodations due to a documented learning, physical or other disability, please see me immediately in order that such accommodations may be arranged.

TERM PROJECT: You have just been hired as the Marketing Director of Family Favorite Cereals, a company currently experiencing problems. You have been charged with the responsibility of developing a marketing campaign to solve those problems. (A case scenario with further detail will be supplied to you.) Your text should serve as an excellent manual for this process.

It is expected that you will avail yourself of the information contained in your text. For purposes of this exercise, you may presume that physical and human resources are sufficient for any plan you develop. Your task, as Marketing Director, is to develop a written proposal of your marketing plan to be evaluated as per the evaluation criteria. Additionally, you will present to "top management" your proposal in oral form.

TERM PROJECT GRADING CRITERIA

Your written marketing plan will be evaluated on the following criteria:

<u>Points</u>	<u>Evaluation Criteria</u>
	Required form (mandatory - not otherwise acceptable): Typed, 8 1/2 x 11 paper, double spaced, appropriate format.
25	Grammar and Construction (spelling, sentence structure, paragraphing, proper use of quotations).
25	Organization (logical order of material, smooth flow, interesting and effective style, professional appearance).
25	Situation Analysis (up-to-date and relevant data - the company, the market, the competition).
25	Marketing Objectives (realistic, consistent with mission/objectives, achievable within available resources).
50	Marketing Strategy (effective marketing mix, pragmatic, cost effective, persuasive).

Peer Evaluation: Due to the team approach of this exercise, it is essential that each member effectively support the activities of the group. To help insure this, each student's project scores (for both the written proposal and the oral presentation) will be adjusted by the input of the other members of the group in the following manner. The project score will be multiplied by the peer score to arrive at each student's score for the activity. For example, if the raw score for the written marketing plan was a 95 and a particular student's peer evaluation score was 98, that student would receive a 93 for the exercise (.98 x 95).

ORAL PRESENTATION: When executing your oral presentation, assume the role of marketing director and marketing personnel presenting your plan to top management. Therefore, you must not only present the technical elements but do so in a persuasive manner.

<u>Points</u>	<u>Evaluation Criteria</u>
10	Forensic Qualities (voice projection, eye contact, appropriate use of notes, demeanor, proper use of grammar).
15	Quality and Organization of Material (thoroughness, appropriate data, smooth flow, transitions, creativity).
15	Appropriate and Effective Use of Visual Aids (Note: the board is not available).
40	Thoroughness of Strategic Analysis and Plan.
10	General Persuasiveness of Presentation.
10	General Creativity.

PEER EVALUATION – SEE ABOVE