



BMK 50

Intro to Marketing

Spring 2017



Instructor: Roy Gattinella

Office: Maggini Hall (1<sup>st</sup> Floor): Office hours posted or by appointment



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Textbooks: 1) MKTG 10: Lamb, Hair, McDaniel; Cengage Learning. 2016. (older editions ok)

2) The 22 Immutable Laws of Marketing: Al Ries & Jack Trout, Harper Collins.

Learning Outcomes: 1. Demonstrate proficiency in applying marketing principles to the design of an organization's long-term business plan.  
2. Examine and target consumer/business markets through segmentation strategies and analysis.  
3. Demonstrate proficiency in applying marketing research and trending data to the construction of responsive business strategies.  
4. Determine and evaluate the relationship between profitability and social/environmental responsibility.

Course Objectives: Successfully understand, identify and explain essential concepts in marketing.

Examine how key marketing practices are implemented through the study of numerous case situations and current business applications.

Equip students with the ability to THINK strategically and to create and develop effective marketing plans, strategies, and tactics.

NOTE: Communication fluency at the English 100A level is required to successfully complete this class.

Course Approach: Classes will be a combination of discussion, group exercises, case analysis, group projects and lectures. (**Warning:** Generalizing and stereotyping can sometimes be part of marketing. Reliable research and data analysis will be used to prove/disprove all assumptions. Any unfounded hoaxes, rumors, myths, and conspiracy theories that may come up in discussion will be promptly dispelled.)

- Group Work:** In a world where being a “team player” is often a key part of business success, cooperative learning is a useful and relevant tool. To reflect the realities of a working marketing department, the class will implement core concepts through a strong emphasis in group practice. Please come to class ready to participate.
- Assignments:** Assignments are designed to help students achieve success in retaining and practicing key concepts in marketing. Assignments represent the expression of original ideas and need to be presented with a high level of preparation and care. So here are the requirements:
- a) unless noted, all assignments must be typed
  - b) assignments should be presented clearly, logically, and persuasively
  - c) assignment instruction sheets must be followed accurately
  - d) work is accepted *only* on the class period when it is due and never via email
- Quizzes:** Unannounced quizzes (3-4) will follow each major section of study below. Multiple choice and fill-in questions will reflect class content and assigned readings. Typical quiz length is 50 questions. An online Canvas account is required for quizzes. There will be no make-up quizzes offered without prior approval of the instructor.
- Final Project:** There is a cumulative final project at the end of the semester (worth 50%) that will allow students to creatively implement key marketing topics by creating their own “marketing plan.” A comprehensive final project overview will be distributed later.
- Participation:** Attendance, participation, and preparation are important to success in the class. Successful marketing professionals show-up prepared for work. Therefore, it is expected that students will regularly read the assigned chapters before coming to class and will participate in the analysis and discussion of ongoing topics. Come to class prepared and ready to participate. And, definitely come to class.
- Attendance:** Showing up is (almost) everything. *Missing more than 3 classes during the semester will drop the student one complete letter grade.* If you do miss a class, please DO NOT e-mail, bring a note, photos, affidavit, tragic stories, expert witnesses or a notarized letter. Just catch-up on what you missed from a classmate, ok? (see “Make-Up Work”)
- Lateness:** Classes start promptly. Students who arrive more than 5 minutes after the start of class will be considered absent. Chronically late students will not be admitted to the class after the first five minutes and can be dropped from the roster.
- Make-Up Work:** If you miss a class, it is your responsibility to obtain any missed information or handouts from other classmates. It is not the instructor’s responsibility to provide students with class notes, slides, or content that the student may have missed.
- HINT: Make a class friend (or two) early in the semester so that if you miss something, you can cover for one another. It’s good college skills and teamwork.

**Important SRJC Student Information:**

Student Rights & Responsibilities: <https://studentlife.santarosa.edu/rights-and-responsibilities>

Academic Integrity Policy: <https://studentlife.santarosa.edu/academic-integrity>

DRD Site: <https://drd.santarosa.edu/>

<b>GRADING:</b>	<i>Preparation, Participation, Attendance:</i>	<b>20 %</b>
	<i>Quizzes &amp; Assignments:</i>	<b>30 %</b>
	<i>Final Project:</i>	<b>50 %</b>

### CLASS SCHEDULE (subject to change)

<u>Week of:</u>	<u>Activities/Topics</u>	<u>Reading</u>
Jan. 16	INTRODUCTION to the course, class goals, student questionnaires, disclaimers, exercises No Classes on Monday 1/16	CHAP. 1
Jan. 23	Field of Marketing Social Responsibility, Ethics, Mktg. Environment	CHAP. 3 CHAP. 4
<b>PART ONE:</b>	<b>“The Market”</b>	
Jan. 30	Consumer Markets	CHAP. 6
Feb. 6	Segmentation, Targeting, & Positioning U.S. Consumer Maps	CHAP. 8
Feb. 13	Strategy, Market Research No Classes on Thursday, 2/16	CHAP. 9
<b>PART TWO:</b>	<b>“The Product”</b>	
Feb. 20	Product Concepts No Classes on Monday, 2/20	CHAP. 10
Feb. 27	Product Development & Management	CHAP. 11
March 6	Branding	Ries & Trout Book (Read it all!)
March 13	Brand Extensions & Line Extensions	in class
-----	Spring Break – No Classes 3/20 – 3/25- -----	
<b>PART THREE:</b>	<b>“Communications”</b>	
March 27	Marketing Communications: Advertising, Promotion	CHAP. 15 & 16
April 3	Public Relations, Social Media	CHAP. 18
April 10	Packaging, Design, Innovations	in class
<b>FINAL PROJECT WORK</b>		
April 17	Strategic Planning & Final Project Assignment	CHAP. 2
April 24	“Marketing Memes”	in class
May 1	Project Work & meetings	
May 8	Project Work & meetings	
May 15	<b>All Final Projects due in class</b> on Monday & Tuesday 5/15 & 5/16	
May 22	NOTE: final project = final exam	project return