UNIVERSIDAD DE ESPECIALIDADES ESPÍRITU SANTO
FACULTAD DE ESTUDIOS INTERNACIONALES
SYLLABUS
ENGLISH VERSION
FOR DAC 11 VER 12 03 09

COURSE: Intro to Marketing                                          CODE: MKT 260
FACULTY: James Keeley, PhD                                        CREDITS: 3
CONTACT HOURS: 48                                                NON CONTACT HOURS: 96
YEAR: 2010                                                        PERIOD: Winter Jan 11 – Mar 5
DAYS: Monday – Thursday                                          SCHEDULE: 8:55 – 1015 am
ROOM: F209                                                        SYLLABUS DATE: Dec 2009

1. COURSE DESCRIPTION
This course is designed to introduce students to the basic terminology, concepts,
and practices of contemporary marketing as applied in a variety of business and
non-business settings. This course will provide the foundations and important
overview students will need for further study into advanced marketing concepts.

2. JUSTIFICATION
This course teaches a wide range of fundamental marketing skills that are
required in a marketing career today. A marketing student can expect to gain
pragmatic insights on how products and services are marketed in order to make
them better consumers.

3. OBJECTIVES
   a. GENERAL
   Students will learn to appreciate and understand the various manners in which
   product and service promotion is built upon a comprehensive marketing strategy.
   Additionally, students will gain an awareness of current events and their impact
   on marketing practice and procedure.

   b. SPECIFIC
   After completion of this course, students will be able to:

   1. Explain the differences between segmented and target markets
   2. List the criteria available for segmenting markets
   3. Define “strategy” within the scope of marketing
   4. Discuss how social responsibility bestows benefits to a firm
   5. Describe “positioning” and how it is used
   6. Identify ethical marketing vs. unethical marketing technique
   7. Distinguish between marketing and research technique
   8. Identify major marketing trends within a specific industry
   9. Discuss the importance of product packaging
  10. Identify marketing intermediaries
  11. Compare and contrast traditional vs. non-traditional modes of advertising
12. Complete a marketing objective, plan and budget for a firm
13. Identify strategic shifts in the technological, regulatory, and cultural context of domestic marketing
14. Identify strategic shifts in the technological, regulatory, and cultural context of global marketing
15. Discuss marketing program development and implementation
16. Identify and discuss the 4-key elements of strategic planning
17. Identify strengths and weaknesses of a strategic marketing plan through case study analysis

4. COMPETENCIES
The student will gain knowledge and insight needed to develop, sustain and improve a product or service mix in response to emerging market opportunities. This course will provide the necessary tools needed to access, gather, analyze, evaluate and disseminate information for use in making marketing business decisions.

5. COURSE CONTENT OUTLINE

<table>
<thead>
<tr>
<th>Class Meeting # &amp; Date</th>
<th>Competencies</th>
<th>CONTENT</th>
<th>HOMEWORK (96 HRS.)</th>
<th>PERFORMANCE INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Monday Jan 11</td>
<td>Overview of Marketing</td>
<td>Pride, M., William, M. &amp; Ferrel, O. Pages 4 - 30</td>
<td>Explains the differences in markets and their individual wants, needs and desires</td>
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<tr>
<td>2 Tuesday Jan 12</td>
<td>The Marketing Environment</td>
<td>Pride, M., William, M. &amp; Ferrel, O. Pages 33 - 69</td>
<td>Discusses current theories in marketing</td>
<td></td>
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<tr>
<td>3 Wednesday Jan 13</td>
<td>Ethics and Social Responsibility</td>
<td>Pride, M., William, M. &amp; Ferrel, O. Pages 71 - 101</td>
<td>Identifies factors within the scope of strategic planning</td>
<td></td>
</tr>
<tr>
<td>4 Thursday Jan 14</td>
<td>Target Markets</td>
<td>Pride, M., William, M. &amp; Ferrel, O. Pages 105 – 140</td>
<td>Demonstrates knowledge related to managing marketing resources</td>
<td></td>
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<tr>
<td>5 Monday Jan 18</td>
<td>The student collects and analyzes marketing data and correlates them according to target market</td>
<td>Pride, M., William, M. &amp; Ferrel, O. Pages 143 - 174</td>
<td>Demonstrates how business indicators can be misleading</td>
<td></td>
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<tr>
<td>Date</td>
<td>Day</td>
<td>Reading/Materials</td>
<td>Assignment</td>
<td>Notes</td>
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<tr>
<td>6 Tuesday</td>
<td>Jan 19</td>
<td>Market Research and Information Systems</td>
<td></td>
<td>Explains the key components of a marketing plan</td>
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<tr>
<td>7 Wednesday</td>
<td>Jan 20</td>
<td>Product Concepts</td>
<td></td>
<td>Identifies the salient features of product failure</td>
</tr>
<tr>
<td>8 Thursday</td>
<td>Jan 21</td>
<td>Test 1</td>
<td>None</td>
<td>Demonstrates knowledge related to marketing plans and strategic planning</td>
</tr>
<tr>
<td>9 Monday</td>
<td>Jan 25</td>
<td>The student constructs a product or service “brand”</td>
<td>Developing and Managing Products</td>
<td>Discusses how organization can be a key to marketing success</td>
</tr>
<tr>
<td>10 Tuesday</td>
<td>Jan 26</td>
<td>Branding and Packaging</td>
<td></td>
<td>Illustrates the management of human capital and resources</td>
</tr>
<tr>
<td>11 Wednesday</td>
<td>Jan 27</td>
<td>The student identifies effective ways in which to distribute marketing information</td>
<td>Marketing Channels</td>
<td>Explains general business objectives related to growth and sustainability</td>
</tr>
<tr>
<td>12 Thursday</td>
<td>Jan 28</td>
<td>Retailing</td>
<td></td>
<td>Determines the issues that cause supply problems</td>
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<tr>
<td>13 Monday</td>
<td>Feb 1</td>
<td>Promotion</td>
<td></td>
<td>Explains the concept of opportunity cost in retailing and promotion</td>
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<tr>
<td>14 Tuesday</td>
<td>Feb 2</td>
<td>Advertising and Publicity</td>
<td></td>
<td>Explains the differences between ethical and unethical marketing</td>
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<tr>
<td>Date</td>
<td>Activity</td>
<td>Reading Material</td>
<td>Description</td>
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<tr>
<td>15 Wed</td>
<td>Sales Promotion</td>
<td>Pride, M., William, M. &amp; Ferrel, O. Pages 558-571</td>
<td>Identifies components included in a successful sales promotion</td>
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<tr>
<td>Wednesday</td>
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<td>Feb 3</td>
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<tr>
<td>16 Thurs</td>
<td>Mid-Term Examination</td>
<td>None</td>
<td>Demonstrates knowledge related to advertising and promotion</td>
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<td>Feb 4</td>
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<tr>
<td>17 Mon</td>
<td>Pricing Decisions</td>
<td>Pride, M., William, M. &amp; Ferrel, O. Pages 581-605</td>
<td>Demonstrates the main influences on pricing and pricing schemes</td>
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<td>Feb 8</td>
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<tr>
<td>18 Tues</td>
<td>Strategic Market Planning</td>
<td>Pride, M., William, M. &amp; Ferrel, O. Pages 645-675</td>
<td>Determines the barriers to monopolistic competition and economic growth in a small-scale economy</td>
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<td>Feb 9</td>
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<tr>
<td>19 Wed</td>
<td>Publicity/Public Relations</td>
<td>Peer to Peer Networks… (44)</td>
<td>Identifies factors related to technology and marketing in 2009</td>
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<td>Feb 10</td>
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<tr>
<td>20 Thurs</td>
<td>The student identifies fundamental customer relation goals within a multicultural consumer population</td>
<td>Whats it worth? Publicity Metrics Reconsidered (17)</td>
<td>Illustrates the strategic planning processes and scope</td>
<td></td>
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<tr>
<td>Feb 11</td>
<td>Publicity/Public Relations Pt. 2</td>
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<tr>
<td>21</td>
<td>Improving Marketing Effectiveness</td>
<td>IdeaBridge Case Study (4)</td>
<td>Discusses the</td>
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<tr>
<td>Date</td>
<td>Monday</td>
<td>Tuesday</td>
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<td>Feb 22</td>
<td>Understanding Influence</td>
<td>Managing and Marketing Customer Satisfaction</td>
<td>Case Study in Strategic Marketing: Best Buy</td>
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<tr>
<td>Feb 23</td>
<td>Understanding Influence</td>
<td>Kronos Inc. Case Study (8)</td>
<td>Advertising as a Planned Process</td>
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<tr>
<td>Feb 24</td>
<td>Case Study in Strategic Marketing: Best Buy</td>
<td>Best Buy Case Study (13)</td>
<td>Advertising as a Planned Process</td>
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</tr>
<tr>
<td>Feb 25</td>
<td>Through Case Study analysis, the student identifies and understand the most efficient and effective methods of product promotion</td>
<td>Advertising as a Planned Process</td>
<td>Advertising as a Planned Process, Pt. 2</td>
<td></td>
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<tr>
<td>Mar 2</td>
<td>Advertising as a Planned Process, Pt. 3</td>
<td>Branding 101; Brand Measurement (22)</td>
<td>Branding 101; Brand Measurement (22)</td>
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</tbody>
</table>

**Test 3**

None

Explains the need for philanthropic organizations in a capitalistic society

Recognizes the various components related to influence

Distinguishes between marketing statements of fact and statements of sales value

Explains various barriers to importing and exporting

Defines free-trade characteristics and their effect on marketing

Discusses the advantages of utilizing the assistance of the SBA

Applies marketing concepts and principles leading to a successful marketing
6. METHODOLOGY
The methods for learning in this course include classroom lectures and discussions, case studies, small-group sessions, and practical exercises that will expose students to new ideas and increase their knowledge of the role and scope of marketing.

7. ASSESSMENT
The student will be assessed through daily participation and evaluation by written work and testing. By the conclusion of this class the student will be able to recognize and identify key objectives and will be able to fundamentally apply what was learned based upon the information given in this bimester of instruction.

7.1 Assessment Criteria
Completion and knowledge of the assigned course readings,
Two in-class examinations,
**Consistent** use of electronic media,
Completion of assigned homework
Classroom participation

7.2 Performance Markers
1. Identifies the structures and opportunities of business ownership
2. Explains the dynamics of competing within a domestic and global market
3. Illustrates the use of technology in the business environment
4. Determines the appropriate use of financial information in order to sustain Profitability
5. Discusses the issues related to human and financial resources

7.3 Weighting
Unit Exams  50%  
Homework  50%

8. BIBLIOGRAPHY

8.1 REQUIRED:
8.2 COMPLIMENTARY:
TBA

8.3 HANDOUTS/READINGS (Given in Class):
An Evaluation of Media Spending Efficiency Using Data Envelope Analysis
A Practical Guide to Advertising
2006 marketing Planning Kit
Understanding Influence and Making it Work for You
Best Buy Co.
What’s it Worth? Publicity Metrics Reconsidered
The Effect of banner Advertising on Internet Purchasing
Branding 101: An Overview of Branding and Brand Measurement for Online Marketers
Improving Marketing Effectiveness Case Study Analysis
Kronos, Inc. Managing and Marketing Customer Satisfaction
Peer-to-Peer networks: Destruction or Just Plain Destruction?

8.4 WEBLIOGRAPHY:
EBSCO DATABASE at: http://search.ebscohost.com/
American Marketing Association: http://www.marketingpower.com/
Council of American Survey and Research: http://www.casro.org/
Association of National Advertisers: http://www.ana.net/
US Department of Commerce: http://www.commerce.gov/
BusinessMarketingAssociation:
http://www.marketing.org/i4a/pages/index.cfm?pageid=1

9. FACULTY INFORMATION

NAME: James W. Keeley, PhD
E-mail: drjwkeeley@yahoo.com

ACADEMIC CREDENTIALS:
B.A.A.S Bachelors of Arts and Sciences

GRADUATE:
M.Ed. Master of Education
M.B.A. Master of Business Administration
Ph.D. Doctor of Philosophy

Prepared by: James W. Keeley, PhD Date: 12/7/2009
Reviewed by: Dean Monica Reynoso Date: December, 2009