

John Carroll University  
Boler School of Business  
Department of Management, Marketing and Logistics

**SYLLABUS FOR MARKETING PRINCIPLES**

Marketing 301

Section 51

Summer B, 2014

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**COURSE FORMAT AND TIME FRAME:**

*Format:* This course is asynchronous; it will be conducted entirely online and we will not meet in a classroom. While online instruction offers you lots of flexibility and convenience (e.g., you can do stuff when and where you want to), this flexibility reduces the structure associated with onsite classes.

Indeed, the flexibility of online instruction requires:

- Self-motivation and self-discipline => you must constantly keep up with the syllabus and Blackboard.
- Effective time management => if time can "get away" during a traditional 14-week onsite course, then imagine how time can "get away" in a five-week online course.

*Time Frame:*

- This is a **seven-week** online course.
- The first day of this course is Monday, July 7 and the last day is Thursday, August 21.
- Our online week begins on Monday and ends on Sunday, except for the week beginning Monday, August 18.
- Due dates are expressed in the United States Eastern time zone and will follow universal / military time (e.g., 9:00 AM is 09:00; 2:00 PM is 14:00). You are responsible for adjusting the due dates to your time zone.

## **TECHNICAL REQUIREMENTS AND SUPPORT:**

The online portion of this course will be presented via the JCU Blackboard e-learning platform. If you need technical assistance, the Blackboard "Tools" tab contains a link to *Blackboard Help for Students*. You may also contact the JCU Information Technology Services Help Line at 216.397.3005 (Monday - Friday 08:00 - 17:00).

Your technical requirements are:

- Access to a smartphone, tablet, laptop or desktop computer;
- Access to a high-speed DSL or cable Internet connection (56k or higher);
- Access to the JCU Blackboard site. Your device's compatibility with the JCU Blackboard site can be tested by going to <http://www.jcu.edu/cdm/support/blackboard/>.

## **COMMUNICATION STRATEGY:**

There are several ways that you can contact me:

- Email: You can email me at [drmurphy@jcu.edu](mailto:drmurphy@jcu.edu). You should expect to receive a response within 24 hours of your email.
- Office Telephone: You can telephone my office at 216.397.4532.
- Dedicated Office Hours: You can contact me in real time through "Office Hours," which can be found in the Collaboration component of Blackboard Tools. The dedicated office hours will vary from week to week and will be announced in Blackboard Announcements.

**COURSE DESCRIPTION AND LEARNING OUTCOMES:** Introduction to the field of marketing, including its economic, social, and legal environment. Buyer motivation and behavior in both consumer and industrial markets. Topics include distribution, pricing, promotion, product decisions and strategies, marketing in an international environment, and management of ethical problems.

This course aims to increase your understanding and appreciation of marketing and at the end of the course you will be able to:

1. Articulate marketing's role in contemporary business management.

2. Identify and explain fundamental marketing principles and concepts.
3. Illustrate the impact of multinational and social responsibility considerations on marketing decisions.
4. Analyze and critically think about real-life marketing issues.

**REQUIRED TEXT:** Dhruv Grewal and Michael Levy, *Marketing*, 4<sup>th</sup> edition, McGraw-Hill Irwin, 2014. ISBN-13: 978-0-07-802900-4

Since marketing is a fast-paced, dynamic discipline, you are encouraged to keep up to date on current events by gathering information from additional sources such as *The Wall Street Journal*, *Fortune*, *Business Week*, and so on. In addition, I will periodically post marketing-related readings on Blackboard.

**ASSIGNMENTS AND GRADING:** Course grades will be based on the following:

Final exam	30%
Shorter writing assignments (3)	21%
Longer writing assignment	24%
Class participation	25%

Letter grade	Required performance
A	> 94.4%
A-	90 - 94.4%
B+	86.7 - 89.9%
B	83.4 - 86.6%
B-	80 - 83.3%
C+	76.7 - 79.9%
C	73.4 - 76.6%
C-	70 - 73.3%
D+	66.7 - 69.9%
D	60 - 66.6%
F	< 60%

**FINAL EXAM:** There will be an essay-based final examination that will be due on Thursday, August 21 at 15:00.

**SHORTER WRITING ASSIGNMENTS:** You will be required to complete three "shorter" writing assignments, so named because your input will be limited to a maximum of 250

words. You will find details about these three writing assignments in the Blackboard "Assignments" tab.

**LONGER WRITING ASSIGNMENT:** You are to locate product prices from four different store types—convenience store; discount store; drugstore/pharmacy; grocery store—for the following products:

- One bag (11 ounces) of Doritos® Nacho Cheese flavor chips;
- One box (100 count) of Advil® tablets;
- One 20 ounce bottle of Diet Coke®;
- One package of 8 Energizer® AAA batteries.

Do not substitute different brands, flavors, products, sizes, quantities, and/or store types. If a particular product is not available at a particular store, please indicate by "NA."

You might find that some stores offer price savings on one or more of the products if a customer has a store loyalty card (e.g., Giant Eagle Advantage Card). In these situations, please indicate both the "regular" price and the loyalty card price.

In a written report—3 pages, maximum—you are to:

- Identify the name and location of each store, as well as the day(s) you visited it;
- Present the products, prices, and stores in a matrix or tabular form;
- Discuss which store you found to be the most customer friendly;
- Discuss which **one** syllabus topic (see Marketing 301 Schedule) you learned the most about from this assignment;
- Discuss how you would improve this assignment.

This assignment is due by 15:00 on **Thursday, July 31**.

Please email all writing assignments to [drmurphy@jcu.edu](mailto:drmurphy@jcu.edu). All writing assignments will be graded on content (both descriptive and analytical), writing style, grammar, typos, aesthetics, and so on.

**CLASS PARTICIPATION:** Students are expected to participate in all online class discussions on the Discussion Board. There will be multiple discussions each week, which means that you need to regularly monitor the Discussion Board. Class participation activities will be assessed on a 1 (awful) to 5 (excellent) scale using three criteria:

- **Quality** => contributions to the online discussion are well written, proofread, and directly related to the discussion topic.

- **Timeliness** => contributions are made within the assigned time period.
- **Content** => contributions are accurate, salient, and exhibit understanding of the relevant material.

In addition, your participation should be respectful and tolerant of fellow students (and me), and should avoid derogatory or inflammatory comments. This is particularly important in an online discussion where participants cannot see each other and don't have the opportunity to assess a person's verbal and nonverbal behavior.

**STUDENTS WITH DISABILITIES:** In accordance with federal law, if you have a documented disability, you may be eligible to request accommodations from the office of Services for Students with Disabilities (SSD). Please contact Services for Students with Disabilities at (216) 397-4263 or come to the office located in room 7A, in the Garden Level of the Administration Building. Please keep in mind that accommodations are never retroactive so students are encouraged to register early in the semester.

**ACADEMIC INTEGRITY:** Students are expected to adhere to the code of conduct as outlined in the 2013-2015 Undergraduate Bulletin. Incidents of academic dishonesty—which include cheating, plagiarism, copying other's work, among others—will be dealt with in an appropriate manner. Consequences of academic dishonesty can include zero (0) points for a particular assignment or an automatic failing grade (F) for the course. Breaches of academic integrity may also result in other action being taken by the University. Please refer to the Academic Honesty statement in the JCU Community Standards Manual.

#### **POLICIES ON COURSE WORK:**

- There will be a **FIVE POINT PENALTY** for each two (2) hours that a written assignment is late.
- All written assignments are to be double-spaced; use 10 point Arial font; and use one inch margins on the header, footer, left, and right margins.
- You are expected to read, be familiar with, and understand, the course syllabus.

**COURSE DISCLAIMER:** The schedule, policies, and assignments contained in this syllabus or in the Blackboard learning environment are subject to change in the event of extenuating circumstances, class progress (or lack thereof), or by mutual agreement between the instructor and the students.

## MARKETING 301 SCHEDULE

<b>Week of</b>	<b>Topics</b>	<b>Relevant materials</b>
July 7	Overview of marketing; Marketing in the 2010s;	View Dr. Murphy's videos on the topics  Read Ch. 1; Ch. 2 (pp. 29-35); Ch. 3; Ch. 5
July 14	Socially responsible marketing; International marketing	View Dr. Murphy's videos on the topics  Read Ch. 4 & Ch. 8
July 21	Marketing research; Market segmentation	View Dr. Murphy's videos on the topics  Read Ch. 9 & Ch. 10
July 28	Consumer behavior; Product concepts and management	View Dr. Murphy's videos on the topics  Read Ch. 6; Ch. 11, Ch. 12
August 4	Marketing intermediaries; Channel management	View Dr. Murphy's videos on the topics  Read Ch. 16 & Ch. 17
August 11	Logistics; Pricing concepts and strategies	View Dr. Murphy's videos on the topics  Read Ch. 14 & Ch. 15
August 18	Integrated marketing communications	View Dr. Murphy's videos on integrated marketing communications  Read Ch. 18; Ch. 19; Ch. 20