

UNIVERSITY OF ILLINOIS at CHICAGO
Spring 2011

Marketing 500 (29359)
Principles of Marketing
Time: Wednesday 6:00-8:30
BH 304

Professor: Kim Moon
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Office Hours: By Appointment
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TEXT:

Philip Kotler, *A Framework for Marketing Management*, 4th Ed. Pearson Prentice Hall, 2009

COURSE DESCRIPTION:

This survey course is intended to provide you with a broad overview of marketing concepts, tools and methods of analysis. As an introductory course, not all topics can be covered in depth; instead, the aim is to give you exposure to the most important aspects of marketing and provide a solid foundation upon which to build. At the conclusion of this course, you will be equipped with basic knowledge of the principles of marketing necessary for functioning in business.

PURPOSE:

The course has a managerial orientation. Students take an analytical approach and apply principles to solve “real world” problems. This course seeks to bridge the gap between marketing management theory and practical application primarily through the case method.

CORE COURSE OBJECTIVES:

- To enhance your knowledge of marketing as a strategic unit within a firm, including further development of your ability to develop a marketing strategy.
- To improve your aptitude for decision-making as it specifically relates to the marketing management tasks.

COURSE REQUIREMENTS

- Regular and on-time attendance
- Completion of assigned reading before each class
- Participation in classroom discussions and meetings outside of class
- Satisfactory completion of all assignments and examinations

COURSE STRUCTURE:

The course will be taught in weekly modules as per the attached course calendar. Each class will begin with a lecture and a group assignment to allow students to apply the principles learned from the lecture. Students will then be asked to report out on their group discussion. Students are responsible for reading the key concepts and chapter questions in the text prior to coming to class. However, copies of the lecture are posted on Blackboard.

ASSIGNMENTS:

Students are responsible for reading the chapters in the textbook and preparing case studies. Both the midterm and final consist of an analysis of actual case studies. There are a couple of articles and cases that will be posted on Blackboard. However, most of your case studies must be purchased through the Harvard Business Review website. Just click on the following link to access your case studies at a discounted price:

<http://cb.hbsp.harvard.edu/cb/access/7915079>

In addition, the Final will consist of a 5-minute oral presentation using a collage of photos. You will not be allowed to use notes for your oral presentation.

GRADING CRITERIA:

The letter course grade is determined by computing the following weights and numerical points for individual assignments:

4 Group Case Studies in Class -50 Pts each	20%
Midterm Case Study	30%
4 Case Studies Outside of Class -25 Pts each	10%
Final Case Study	30%
Final Oral Presentation	10%

GRADING SCALE:

90%-100%	A
80%-89%	B
70%-79%	C
60%-69%	D
Below 60%	F

LATE ASSIGNMENT POLICY: You will lose 10% of your points for every day your assignments are late. Assignments will not be accepted after Friday. If you miss an in-class assignment, you will not be able to make-up the assignment. So, if you know you will be absent, you should complete the assignment before the due date.

COURSE CODE OF CONDUCT:

This course follows the guidelines set forth in the CBA code of honor. All assignments with the exception of the Final Group project are to be prepared individually with no collaboration from other members in the class. Any violation of this code of conduct will be subject to the University guidelines. **THE HIGHEST GRADE YOU WILL RECEIVE WILL BE A "C", IF YOU ARE CAUGHT VIOLATING THIS POLICY.** Please refer to the CBA handbook for more information.

COURSE CALENDAR (Subject to Change):

DATE	LECTURE	IN CLASS	ASSIGNMENT DUE
1/12	SYLLABUS REVIEW/CHAP 1		
1/19	CHAP 2: STRATEGY		
1/26	CHAP 3: DEMAND, ENVIRONMENT		
2/2	CHAP 5: CUSTOMER MARKETS		HBR: NEW COKE
	CHAP 6: BUSINESS MARKETS		
2/9	CHAP 7: SEGMENTS/TARGETS		HBR: DOG FOOD
2/16	CHAP 9: POSITIONING/COMPETITION	HBR: IKEA	
2/23	CHAP 4: CUST VALUE/LOYALTY	BB: BEST BUY	
2/30	CHAP 8: CREATING BRAND EQUITY		HBR: DOVE BRAND
3/9	CHAP 15: INTEGRATED MARKETING	VID: VEGAS	
3/16	CHAP 16: MASS COMMUNICATION	HBR: HASBRO	
	CHAP 17: PERSONAL COMMUNICATION		
3/23	SPRING BREAK: NO CLASS		
3/30	CHAP 10: PRODUCT LIFE CYCLE	BB: SPIN BRUSH	MIDTERM: PLAYSTATION
	CHAP 11: MANAGING SERVICES	HBR: COSTCO	
4/6	CHAP 12: PRICING STRATEGIES	HBR: MCD	
4/13	CHAP 13: MARKETING CHANNELS		HBR: EDDIE BAUER
	CHAP 14: RETAILING/WHOLESALE	VID: PEPSI	
4/20	CHAP 18: GLOBAL ECONOMY		
	REVIEW ORAL PRESENTATION DRAFT		
4/27	FINAL ORAL PRESENTATIONS		CHARCOAL CASE DUE: E-COPY OF WORD AND BOTH E-COPY AND HARDCOPY OF ORAL PPT