COURSE OBJECTIVES:
This course is designed to introduce to the student basic marketing concepts and the terminology used in the field of marketing. The student will also see how the principles of marketing are applied in a wide variety of corporate, medium and small businesses, non-profit as well as public institutions, and service organizations. A global orientation to the practice of marketing will be adopted in this course. Further, the course will help the student see how marketing is related to other functional activities of the firm such as finance, accounting, and human resources management.

LEARNING OBJECTIVES:
At the conclusion of this course, the student should be able to:
• define marketing and discuss what it entails
• discuss how environmental factors affect marketing activities
• describe the factors involved in consumer decision making
• segment markets and develop the profile of a target market
• develop product strategies and discuss how services and nonprofit "products" differ from traditional ones
• develop distribution, promotion, and pricing strategies
• explain the importance of Internet marketing, customer relationship marketing, and one-to-one marketing

METHODS OF LEARNING
A variety of techniques will be used to enhance your learning in this course. These include lectures, discussions, video cases, in-class group activities, out-of-class individual assignments, guest lectures by marketing practitioners, and web-based research projects. You are expected to come to every session having completed your reading and/or other assignments. All material presented in class will be covered in the exams.

COURSE PREREQUISITES:
The prerequisites for this course is Econ 101. No substitution will be allowed.

COURSE MATERIAL:
REQUIRED TEXT: MKT (Thomson 2008) by Charles Lamb, Joseph Hair, and Carl McDaniel
READING MATERIAL: Additional reading material will be handed out in class or posted on the class website and will become the responsibility of the students.

COURSE REQUIREMENTS:
You are responsible for all prescribed reading assignments from the text and other additional material provided by the instructor. Students are expected to have assigned material read prior to each class.
EXAMINATIONS AND ASSIGNMENTS:

1. You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course. Though much of the learning is actually achieved in-class, you are expected to complete certain assignments before class and to turn in outside assignments on time i.e. the day it is due.

   The exams will cover material from the textbook, additional readings, video material, regular lectures and guest lectures.

   Maximum point values are as follows:

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term Exams: 2 @ 100</td>
<td>200</td>
</tr>
<tr>
<td>Comprehensive Final Exam</td>
<td>200</td>
</tr>
<tr>
<td>Individual written case assignments: 2 @ 30</td>
<td>60</td>
</tr>
<tr>
<td>In-class assignment: 2 @ 20</td>
<td>40</td>
</tr>
</tbody>
</table>

   Maximum possible points 500

2. The comprehensive final exam will be administered as scheduled by the university during the final exam week and will be announced when the schedule is published. Please plan your end of semester departure with this in mind.

3. There will be 2 take-home written case assignments for the semester.

   INSTRUCTIONS: Please carefully read and follow the following instructions
   Please see the course outline for the assignments and due dates.
   They must be turned in during class on the day they are due.
   Each should not exceed a maximum of 2 pages, single-spaced and typed/word-processed.
   Hand written copies will not be accepted.
   These short case-based exercises require the application of marketing concepts and principles to business decision-making situations. They are selected to assist you in better understanding these concepts. The completed assignments must reflect your own individual effort only. Please see section on policy regarding academic honesty.

   *** Late papers: 10 points will be deducted each day it is late ***

4. In-class assignments:
   There will be 2 in-class assignments. You will be responsible for being in class for the assignment.
   There will be NO MAKE-UP for any missed in-class assignment. Only accepted absences and make up will be given under these conditions: for those providentially hindered (illness, with a doctor’s note; and or serious illness or death in family) and those representing the university in officially sanctioned activities (away games in varsity sports, debates, field trips, etc).

5. To encourage class attendance pop quizzes for bonus points (2 points each) will be given periodically.

6. Participation in faculty sponsored research projects:
   Students will be given an opportunity to participate in marketing research projects conducted by the faculty. Participation is strictly on a voluntary basis. Extra-credit of 5 bonus points can be earned for participation in each of the research projects that are sponsored. There is a maximum of 10 bonus points for participation in 2 projects
**GRADING SCALE:** Your final grade will be scaled as follows:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
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<tbody>
<tr>
<td>470 - 500</td>
<td>A</td>
</tr>
<tr>
<td>450 - 469</td>
<td>A-</td>
</tr>
<tr>
<td>435 - 449</td>
<td>B+</td>
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<tr>
<td>420 - 434</td>
<td>B</td>
</tr>
<tr>
<td>400 - 419</td>
<td>B-</td>
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<tr>
<td>385 - 399</td>
<td>C+</td>
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<tr>
<td>370 - 384</td>
<td>C</td>
</tr>
<tr>
<td>350 - 369</td>
<td>C-</td>
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<tr>
<td>335 - 349</td>
<td>D+</td>
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<tr>
<td>320 - 334</td>
<td>D</td>
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<tr>
<td>300 - 319</td>
<td>D-</td>
</tr>
<tr>
<td>Below 300</td>
<td>F</td>
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</tbody>
</table>

**ACADEMIC HONESTY:**
You are expected to uphold the university's policy of academic honesty as spelled out in the student handbook. Acts of academic dishonesty will be reported to the appropriate university committee. All forms of academic dishonesty related to any exam and assignments (cheating, plagiarism, copying other students' work/assignments, etc.) will automatically result in a score of "0" for that exam/assignment.

**SPECIAL NEEDS:**
Please address any special needs or special accommodations with me at the beginning of the semester or as soon as you become aware of your needs. Those seeking accommodations based on disabilities should obtain a Student Academic Accommodation Request (SAAR) form from the Disability Resources (DR) office (phone 515-294-7220). DR is located on the main floor of the Student Services Building, Room 1076.
We will adhere to this outline as closely as possible. In response to the needs of the class, the instructor reserves the right to make adjustments to the course during the semester. It is your responsibility to keep up with any change(s) to the course by regular class attendance, checking with your classmates, or checking the class webpage.

<table>
<thead>
<tr>
<th>Week/Date</th>
<th>Topic</th>
<th>Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Aug 24, 26, 28</td>
<td>Course Introduction &amp; Overview of Marketing</td>
<td>1</td>
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<tr>
<td></td>
<td>The World of Marketing</td>
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<tr>
<td>2. Aug 31, Sept 2, 4</td>
<td>Strategic Planning &amp; Competitive Advantage</td>
<td>2</td>
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<tr>
<td></td>
<td>Social Responsibility, Ethics, &amp; Marketing Environment</td>
<td>3</td>
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<td>3. Sept 7 Monday</td>
<td>Labor Day Public Holiday</td>
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<tr>
<td>3. Sept 9, 11</td>
<td>Social Responsibility, Ethics, &amp; Marketing Environment</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Developing a Global Vision</td>
<td>4</td>
</tr>
<tr>
<td>4. Sept 14 Monday</td>
<td>***** In-class assignment: Starbucks Video Case *****</td>
<td></td>
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<tr>
<td>4. Sept 16, 18</td>
<td>Consumer Decision Making</td>
<td>5</td>
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<td></td>
<td>Bobos in Paradise; Popcorn Report 2002 (notes provided)</td>
<td></td>
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<td></td>
<td>Discuss: Twixters (notes provided)</td>
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<tr>
<td>5. Sept 21, 23, 25</td>
<td>Business Marketing</td>
<td>6</td>
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<td></td>
<td>Segmenting and Targeting Markets</td>
<td>7</td>
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<tr>
<td></td>
<td>**Written Assignment #1 Instructions &amp; discussion in class</td>
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<tr>
<td>6. Sept 28</td>
<td>***** EXAM 1 : Chapters 1-7, and all other related material *****</td>
<td></td>
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<tr>
<td></td>
<td>Product Concepts</td>
<td>9</td>
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<tr>
<td>7. Oct 5, 7, 9</td>
<td>Product Concepts</td>
<td>9</td>
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<tr>
<td></td>
<td>Developing and managing Products</td>
<td>10</td>
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<tr>
<td></td>
<td>**Written Assignment #1 Due in Class *****</td>
<td>9</td>
</tr>
<tr>
<td>8. Oct 12 Monday</td>
<td>***** In-class assignment: Nike vs Reebok Video Case *****</td>
<td></td>
</tr>
<tr>
<td>8. Oct 14, 16</td>
<td>Developing and managing Products</td>
<td>10</td>
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<tr>
<td>9. Oct 19, 21, 23</td>
<td>Services and Nonprofit Organization Marketing</td>
<td>11</td>
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<tr>
<td></td>
<td>Marketing Channels and Supply Chain management</td>
<td>12</td>
</tr>
<tr>
<td>9. Oct 23</td>
<td>**Written Assignment #2 Instructions &amp; discussion in class</td>
<td></td>
</tr>
<tr>
<td>10. Oct 26, 28, 30</td>
<td>Retailing</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Integrated marketing Communications</td>
<td>14</td>
</tr>
<tr>
<td>11. Nov 2, 4, 6</td>
<td>Retailing</td>
<td>13</td>
</tr>
</tbody>
</table>
Integrated marketing Communications 14

12. Nov 9 Monday  ***** EXAM 2 : Chapters 8-13, and all other related material *****

12. Nov 11, 13  Integrated marketing Communications 14
Advertising and Public Relations 15

Nov 13  ***** Written Assignment #2 Due *****

13 Nov 16, 18, 20  Sales Promotion and Personal Selling 16
Pricing Concepts 17

14. Nov 23, 25, 27  THANKSGIVING BREAK

15. Nov 30, Dec 2, 4  Pricing Concepts 17
Setting the Right Price 18

16. Dec 7, 9, 11  Setting the Right Price 18
Customer Relations management (CRM) 19

17. Week Dec 14  Final Exam date to be determined. Check finals schedule online
Part 1: Chapters 14-19, special topics, and all other related material
Part 2: Comprehensive Exam – Chapters 1 – 13

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IMPORTANT DATES :

4. Sept 14 Monday  In-class assignment: Starbucks Video Case

6. Sept 28 Monday  EXAM 1 : Chapters 1-7, and all other related material

7. Oct 9 Friday  Written Assignment #1 Due in Class

8. Oct 12 Monday  In-class assignment: Nike vs Reebok Video Case

12. Nov 9 Monday  EXAM 2 : Chapters 8-13, and all other related material

12. Nov 13 Friday  Written Assignment #2 Due

17. Week Dec 14  Final Exam date to be determined. Check finals schedule online
COMPARISON OF SHOPPING EXPERIENCE AT THE VIRTUAL/ONLINE STORE AND ‘BRICK AND MORTAR’/PHYSICAL STORE OF TWO RETAILERS

The digital revolution has wrought major changes in the way we live, learn, and communicate. The growth of e-commerce has brought about a whole new shopping experience. It is easy to see that shopping online is different from shopping at a traditional ‘brick and mortar’ store. But how is it different? What are companies doing to make the shopping experience similar and/or different?

PROJECT: You are to study TWO RETAIL COMPANIES (e.g., Barnes and Nobles AND Sears) that have both the TRADITIONAL ‘brick and mortar’ store as well as an ONLINE store.

Here is a list of a few retailers which have both types of stores. There are many others you can choose from:

- Barnes and Nobles (www.bn.com)
- Best Buy (www.bestbuy.com)
- The Gap (www.gap.com)
- Sears (www.sears.com)
- Victoria’s Secret (www.victoriassecret.com)
- Wal-Mart (www.wal-mart.com)
- Walgreens (http://www.walgreens.com/default.jsp)

You may use ANY TWO of the above or other retailers as long as they have both the ‘brick and mortar’ store as well as an online store.

For this assignment, you need to go online and visit the virtual version of BOTH retailers and then go to the same company stores in Ames (or else where). For each company, compare your shopping experience at the virtual retailer to shopping at the physical location and respond to the following questions.

ANSWER ALL THREE QUESTIONS FOR THE TWO RETAILERS.

1. Compare the two shopping experiences for each of the two retailers.
   a) What products does the online store offer that the ‘brick and mortar’ store do not?
   b) What products does the ‘brick and mortar’ store offer that the virtual store do not?

2. Why do a large number of established retailers with successful ‘brick and mortar’ stores now have an online version of their store?

3. What value does the online store add to the retailer’s ‘brick and mortar’ operation?
4. Will the online store be able to completely replace the ‘brick and mortar’ store? Support your position: Whether your answer is ‘Yes’ or ‘No’ please explain why.

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INSTRUCTIONS:

This is an INDIVIDUAL written assignment. YOU ARE TO WORK ALONE.

Please type/word-process your report (preference: Font: Times; size: 12).

Leave 1.5 inch left margin for grading and comments.

HANDWRITTEN REPORT WILL NOT BE ACCEPTED.

REPORT IS DUE IN CLASS ON FRIDAY NOVEMBER 13, 2009 *******

The maximum of 30 points will be assigned for this project. Five points will be deducted each day it is late.

Report length: 2 pages maximum.

Make sure you have your name and student ID on THE TOP RIGHT HAND CORNER of your report.
DIGITAL REVOLUTION’S IMPACT ON CONSUMER SHOPPING AND PURCHASE

Amazon.com is one of the pioneers which became a dominant player in the field of on-line retailing. It’s initial offerings were books and music CD’s. Since the early start, Amazon.com now sells a wide variety of goods and services. Many imitators abound in cyberspace.

In each of the following scenarios, please reflect on the shopping and buying experience of the identified goods and services. Go on-line to experience the shopping for the products and services, and answer the following set of questions:

1. GM sells cars on eBay: GM has recently announced a partnership with eBay where it will sell its cars on eBay. The initial offerings will be limited to its dealerships in the state of California.
   a. What benefits will GM derive from selling its cars on eBay?
   b. What is the motive for eBay to enter into this partnership with GM?
   c. Why would someone want to buy a car online? In other words, what benefits will accrue to car buyers who purchase a GM car at eBay that will not be gained by shopping and buying the same car at a GM dealership in town?

2. Buying books and CD’s online is a simple process as the buyer knows exactly what to expect. Buying clothing/apparel online poses some challenges for the buyer and seller.
   a. What are some of the challenges that a buyer would face when purchasing clothing online?
   b. What steps do the typical online clothing retailer take to make sure that the buying experience is a positive and satisfactory one for the customer? View the websites of online retailers such as Lands End, Victoria Secret, J. Crew, Gap, etc.
   c. Which option do you generally prefer when buying clothing – shopping online or going to the actual store where you can try them on? Why?

3. Today, most people make their own travel arrangements by shopping online via visiting websites such as Travelocity, Expedia, or Orbitz. Quite often a call to the local travel agent would actually save more time and hassles. The travel agent has a lot of experience and can work within your travel budget to get you the best combination of airline tickets, hotels, and local tour. Yet most travelers prefer to do it online.
   a. What are the benefits of going online when planning a vacation trip that you don’t get when going to a travel agent?
   b. In the face of severe competition from the travel websites, what are some marketing related incentives that local travel agents can provide their prospective customers that will entice them to shop for their vacation travel with them?
   c. Is there any difference between making arrangements for business related travel versus vacation travel? For business travel, which option is preferable – online versus going through a travel agent? Give reasons to support your answer.
INSTRUCTIONS:

This is an INDIVIDUAL written assignment. YOU ARE TO WORK ALONE.

Please type/word-process your report (preference: Font: Times; size: 12).

Leave 1.5 inch left margin for grading and comments.

HANDWRITTEN REPORT WILL NOT BE ACCEPTED.

REPORT IS DUE IN CLASS ON FRIDAY OCTOBER 9, 2009 ******

The maximum of 30 points will be assigned for this project. Five points will be deducted each day it is late.

Report length: 2 pages maximum.

Make sure you have your name and student ID on THE TOP RIGHT HAND CORNER of your report.