January  5
Introduction to the course
Introduction to semester projects
Chapter 1 - Lecture/Discussion
Chapter 3 - Lecture/Discussion

First Assignment: Due 1/5:
1. Read chapters 1 & 3 from textbook.
2. Read chapter 3 (Starbucks) from casebook and answer Questions 1-9 on page 44 (10 points).
3. Find and bring to class an article that addresses one of the Invitation to Research questions on page 45 (10 points).
4. Participation points possible (5 points).

12
Chapter 2 - Lecture/Film/Discussion
Chapter 4 - Lecture/Film/Discussion
Chapter 5 – Lecture/Film/Discussion
Assignment Due 1/12:
1. Topic choice for marketing projects due in memo form.
2. Read chapters 2, 4 & 5 from textbook
3. Read chapter 15 (Euro Disney) from casebook and answer Questions 1-8 on pages 249-250 (10 points).
4. Find and bring to class an article that addresses one of the Invitation to Research questions on page 250 (10 points).
5. Participation points possible (5 points).
6. Project topics due in memo form (5 points).

19
Chapter 6 - Lecture/Film/Discussion
Chapter 8 - Lecture/Film/Discussion
Assignment Due 1/19:
1. Read chapters 6 & 8 from textbook.
2. Read chapter 8 (McDonalds) from casebook and answer Questions 1-8 on page 145 (10 points).
3. Find and bring to class an article that addresses one of the Invitation to Research questions on page 146 (10 points).
4. Participation points possible (5 points).

26
Chapter 9 - Lecture/Film/Discussion
Chapter 19 - Lecture/Film/Discussion
Chapter 20 – Lecture/Film/Discussion
Assignment Due 1/26:
1. Read chapters 9, 19 & 20 from textbook.
2. Read chapter 18 (Southwest Airlines) from casebook and answer Questions 1-8 on page 300 (10 points).
3. Find and bring to class an article that addresses one of the Invitation to Research questions on page 301 (10 points)
4. Participation points possible (5 points)

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<th>February</th>
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<tr>
<td>Distribute Exam I (Chapters 1, 2, 3, 4, 5, 6, 8, 9, 19, 20)</td>
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<td>Assignment Due 2/2:</td>
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<td>1. Complete and hand in Exam I.</td>
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<td>2. Read chapter 5 (Cola Wars) from casebook and answer Questions 1-10 on pages 84 (10 points).</td>
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<td>Chapter 10 - Lecture/Film/Discussion</td>
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<td>Chapter 11 - Lecture/Film/Discussion</td>
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<td>Chapter 12 - Lecture/Film/Discussion</td>
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<td>Exam I Returned / Discussion</td>
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<td>Assignment Due 2/9:</td>
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<td>1. Read chapters 10, 11, &amp; 12 from textbook.</td>
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<td>2. Read chapter 21 (Merck's Vioxx) from casebook and answer Questions 1-7 on pages 348-349 (10 points).</td>
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<tr>
<td>3. Find and bring to class an article that addresses one of the Invitation to Research questions on page 350 (10 points).</td>
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<td>4. Participation points possible (5 points).</td>
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<td>Chapter 13 - Lecture/Film/Discussion</td>
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<td>Chapter 15 - Lecture/Film/Discussion</td>
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<td>Chapter 16 - Lecture/Film/Discussion</td>
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<td>Assignment Due 2/16:</td>
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<td>1. Read chapters 13, 15 &amp; 16 from textbook.</td>
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<td>2. Read chapter 19 (Nike) from casebook and answer Questions 1-9 on pages 317-318 (10 points).</td>
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<td>3. Find and bring to class an article that addresses one of the Invitation to Research questions on pages 318 (10 points).</td>
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<td>4. Participation points possible (5 points).</td>
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<td>5. Project Progress Section 7d 5,6,7 (5 points)</td>
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<td>Chapter 17 - Lecture/Film/Discussion</td>
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<td>Chapter 18 - Lecture/Film/Discussion</td>
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<td>Assignment Due 2/23:</td>
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<td>1. Read chapters 17 &amp; 18 from textbook.</td>
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<td>2. Read chapter 20 (Vanguard) from casebook and answer Questions 1-8 on pages 330 (10 points).</td>
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<tr>
<td>3. Find and bring to class an article that addresses one of the Invitation to Research questions on page 331 (10 points)</td>
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<td>4. Participation points possible (5 points).</td>
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<td>Exam II (Chapters 10, 11, 12, 13, 15, 16, 17, 18, 21, 22)</td>
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Assignment Due 3/8:
1. Read chapter 21 from textbook.
2. Read chapter 4 (Boston Beer) from casebook and answer Questions 1-8 on pages 58-59 (10 points).
3. Find and bring to class an article that addresses one of the Invitation to Research questions on page 59 (10 points)
4. Participation points possible (5 points).

Course Evaluation
Peer Evaluations

Final Class Period - regular time and place.
Project Presentations
Attendance is mandatory.

NOTE: I would be happy to provide feedback on any part of your semester projects prior to 3/15.
TEXT: Author: Lamb, Hair, McDaniel  
Title: *Marketing* 12th edition;  

Author: Harley, Robert  
Title: *Marketing Mistakes & Successes* 11th edition;  

COURSE OBJECTIVES & DESCRIPTION:  
The course is a study of the marketing function of the firm from the standpoint of the decision maker. The marketing variables of products, channels, prices and promotion as related both to the profitability of the firm and to customer satisfaction. The economic, legal, social, international, and ethical implications of marketing actions will be examined.

The course will culminate in a project and presentation of a cutting edge marketing topic.

ATTENDANCE:  
Students are expected to attend all classes and be prepared to discuss any assigned materials. Unexcused absences will result in zero points for that particular test or assignment. Excused absences may need to be documented and should be pre-approved by the instructor.

Note: More than two absences may require the student to retake the course. If you know you will have to miss class, notify the instructor before class begins.

Weather advisory: Due to the compressed format, we will make up any canceled classes at the next available time, which could be the Friday following the canceled class. Watch your email for details about possible makeup dates / times.

METHOD OF INSTRUCTION:  
Lectures, videos, class discussion of cases.

PHONES AND OTHER NOISE-MAKING DEVICES:  
Make sure cell phones are silent (turned to vibrate) in class. Professional courtesy is required.
GRADE:
Two major exams are scheduled. We will not cover all chapters of the book. The amount of class discussion, videos, etc., will affect the amount of time spent on each chapter. Points possible:

- Two regular exams: 100 (each)
- Case questions (9 sets): 90 (10 each)
- Case research (8 sets): 80 (10 each)
- Quizzes / Misc: 50 (up to)
- Participation: 50
- Final Project: 100

GRADING SCALE:
Whole grade letters only. Grading scale is: 90-100% = A 80-89 = B 70-79 = C <70 = F

SCORING:
Case questions (set) will be scored from 6 - 10 based on the following scale: Excellent (10), Good (9), Satisfactory (8), Average (7) and Poor (6). Must be present to receive points.

Each homework assignment/quiz will be scored from 6 - 10 based on the following scale: Excellent (10), Good (9), Satisfactory (8), Average (7) and Poor (6). Must be present to receive points.

Exam questions (usu. choice of 5) will each be scored from 6 - 10 based on the following scale: Excellent (10), Good (9), Satisfactory (8), Average (7) and Poor (6). Points will be sub-totaled and then your sub-total will be multiplied by 2 for a total of 100 points.

Peer Evaluation will be graded with the rubrics contained in this packet.

Participation will be graded with a set number of points given for each class discussion period.

MAKEUP WORK:
No makeups of any type will be given unless the student has had a conference with me. At that time, we will discuss the reason for the absence, and I will determine if makeup is allowed. Generally, late work will be graded at 70%.

CHEATING/PLAGIARISM:
Any incident of cheating in any form (including plagiarism) will result in the student being referred to the appropriate authorities for academic action and may result in failure of the course or a lesser sanction.

STUDENTS W/ DISABILITIES:
Please make arrangements to visit with me Immediately so I can do my best to accommodate you.

EXAMS:
Exam 1 (Chapters 1,2,3,4,5,6,8,9,19, 20)
Exam 2 (Chapters 10,11,12,13,15,16,17,18,21,22)
EDUCATION OUTCOMES:
An attempt will be made to include the following college-wide education outcomes in this course:

Communication:

1. Employ active listening techniques, including summarizing, paraphrasing, questioning, and nonverbal responses. (Facilitated By: classroom techniques, such as in-class case discussions, participation rubric).

2. Read a document and demonstrate an understanding of its written and quantitative content. (Facilitated By: case questions and group projects).

3. Make a clear, well organized verbal presentation. (Facilitated By: group oral presentations).

4. Write a clear, well organized paper, using documentation and quantitative tools, when appropriate. (Facilitated By: case questions, group project).

5. Use group process skills. (Facilitated By: instructor perceptions of classroom activities/interaction, participation rubric).

Higher Level Thinking

1. Identify a problem and develop viable solutions. (Facilitated By: in-class cases and especially group projects).

2. Employ skeptical, evaluative and logical approaches in processing information and drawing conclusions. (Facilitated By: in-class cases, group projects, essay exams).

3. Make and evaluate decisions based on appropriate criteria and projected consequences. (Facilitated By: group projects, cases).

4. Generate new images, concepts, possibilities and/or interpretations and connect apparently disparate ideas. (Facilitated By: in-class cases, group projects).

5. Analyze one’s own thinking processes, including how one’s experience, feelings, ideas and intuition affect thinking. (Facilitated By: in-class cases, class discussion).

Personal, Spiritual and Social Development
1. Demonstrate civic, social and environmental responsibility. (Facilitated By: in-class discussions of ethical issues in marketing, including the consumer movement and “green” marketing).

2. Demonstrate self-motivation, intellectual curiosity and openness to differing perspectives. (Facilitated By: in-class discussions).

3. Demonstrate sensitivity to socio-cultural diversity. (Facilitated By: usually discussed under topic of multicultural marketing - both domestic and international).

4. Participate in group interaction to achieve and identified goal. (Facilitated By: in-class cases and semester group projects).

Knowledge

1. Demonstrate knowledge of diverse political, social and economic systems. (Facilitated By: international marketing is discussed in class throughout course).

2. Demonstrate knowledge of the function, structure and interrelationships of the political, social and economic systems of the United States. (Facilitated By: discussed under the topic of the marketing environment).

3. Demonstrate knowledge of the theories which describe or explain individual and group behavior. (Facilitated By: consumer behavior is regularly discussed in this course.)

4. Demonstrate knowledge of the key social problems facing the contemporary world. (Facilitated By: marketing ethics is regularly discussed in this course).

DEPARTMENTAL OUTCOMES:

Means: Tests, projects, cases, class participation.

Outcome: Identify and discuss logically the various components involved in strategic marketing management as it relates to consumer and business goods, services, and ideas as well as not-for-profit organizations in both domestic and international environments.
1. This will be done as an individual project. (Class size may dictate otherwise.)

2. You will select a marketing topic or company of interest to you. This must be a cutting edge topic or the marketing of the company must be cutting edge. I want you to find and report back things that are new to the class (and hopefully even to me).

3. You will narrow the focus as much as necessary. You will do this entire project under the premise that you are marketing people looking for opportunities to explore. I will approve final topics.

4. This will all be secondary research. You do NOT have to survey anyone. But, I expect at least TEN (10) sources other than your book. Online sources are probably best. You will use cites (style is your preference) and provide a works cited page; be consistent in format of cites.

5. Your job is to convince a group of non-marketing people (us) why this topic is so important from a MARKETING perspective.

6. **We will be doing the presentations during the final class period (time slot for finals). Attendance is mandatory. Failure to attend may result in zero points.**

7. **PARTS:** (these will be sections of your paper)
   a. Table of Contents
   b. Executive Summary
   c. Introduction w/ History/Background
   d. Presentation of the topic (provide evidence on each):
      1. How new/cutting edge is idea or company?
      2. Why is it important in general?
      3. Why is it important to marketers?
      4. Growth potential?
      5. Who can benefit from this knowledge?
      6. Who is already capitalizing on it?
      7. Future of issue/company?
   e. Conclusions
   f. Works Cited & Appendices

8. **PRACTICAL MATTERS:**
   a. Page limit 15 (plus appendices); include a title page
   b. Copied on nice paper
   c. Spiral bound (e.g. Office Max, Kinko’s)
   d. Must have good visuals (your choice of pictures, charts, graphs, etc.)
   e. No typos! Proof carefully.
   f. Presentation must be about 7-10 minutes, class size may vary.
9. You will present your findings (not read them) to the class. The format is entirely up to you, but I expect a quality visual (Prezi, Keynote, PowerPoint, etc.) presentation, visuals, etc. Each topic should be addressed, but it’s up to you how much time to spend on each.

10. Samples, demonstrations are appreciated.

**HOT TOPICS** (These are just a few ideas; sky is the limit with approval):
1. Internet marketing research (new methodologies/capabilities, etc.)
2. Monitoring devices / advances (Nielsen, etc.)
3. Marketing boom for (micro) cultural niches (religious groups, GLBT, single parents, etc.)
4. Promotion innovation / methodologies
5. Privacy issues (spam, no-call lists, and beyond)
6. Geodemographics and technological advances (e.g. PRIZM by Claritas)
7. Changing demographics: age or race/ethnicity (relevance to marketers)
8. Podcasting, Instagram, YouTube, and other consumer-generated social media
9. DVR / TiVO / On-Demand video (Time shifters and advertising changes)
10. In-game advertising
11. Internet advertising and tracking methods
12. Neuralmarketing (brain scan FMRI research, etc.)
13. Scent marketing
14. Social Commerce
   … Use your imagination!
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<th>Points</th>
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<td>Executive Summary, Introduction w/ History/Background, Table of Contents, Works Cited, Appendices, PowerPoint, Following Instructions, Grammar, Syntax, Punctuation</td>
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<td>Why is it important in general?</td>
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<td>Why is it important to marketers?</td>
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<td>Growth potential?</td>
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<td>Who can benefit from this knowledge</td>
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<td>Who is already capitalizing on it?</td>
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<td>Future of issue/company?</td>
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<td>Conclusions</td>
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<td>Visuals – Paper (charts, graphs, etc.)</td>
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<td>Quality Presentation visuals (hand in/include in paper)</td>
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<td>Organized/Engaging Presentation</td>
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