



# University of Pittsburgh Johnstown

## PRINCIPLES OF MARKETING

**Business 0510 • Sec 4005**

MWF 9:00 a.m. – 9:50 a.m. • 119 Krebs Hall

**Fall Semester 2012**

**Instructor:** Professor Skip Glenn

**Office:** 133C Biddle Hall  
Phone: 269-2695; Fax: 269-7255  
Hours: 11:00 a.m.-12:00 p.m. MWF  
3:30-4:30 p.m. TTh  
(plus anytime by appointment)  
e-mail: [sglenn@pitt.edu](mailto:sglenn@pitt.edu)  
Website: [www.pitt.edu/~sglenn](http://www.pitt.edu/~sglenn)

**Home Phone:** 718.614.3301 (no calls after 8 p.m. please)

**Pre-Requisite:** None

*(Introduction to Psychology  
is recommended)*

**Required Text:** M: Marketing (2e)  
Grewal & Levy (2011)  
ISBN: 9780073404875  
(paperback)

*The Connect online service is optional and  
provides practice quizzes if you choose—  
see last page of this syllabus for more info*

### Course Description

This is an introductory course in Marketing. It examines the role of Marketing in our society and within the organization. Topics include pricing, promotion, distribution, and branding strategies.

### Course Objectives

The primary objective of this course is to provide you with an understanding of basic Marketing concepts. This knowledge could be extremely helpful to you because of the importance Marketing plays in our society. Marketing touches your life each day: every time you log on to Facebook or visit a supermarket, you are exposed to some element of the Marketing mix. So it is in your best interest to gain at least some understanding about how the Marketing function works in today's business environment.

The secondary objective is to prepare you for the remainder of your academic life at UPJ. For those of you not majoring in Business, this course will provide a different, useful perspective from which to view your other courses; for Business majors, this course will provide a good foundation for future studies in the field.

### Organization and Format

This course is structured around the 4 Ps of Marketing: product, price, place, and promotion. Each of these topics will be covered in detail, and each will be the subject of a quiz. As an ultimate measure of your learning in the course, a final project is required which will incorporate the use of all 4 Ps in the development of a Marketing Situation Analysis for presentation to the class.

The format of most class sessions will be a lecture, with some elements of classroom discussion. Heavy emphasis will be on the "real world" applications of the material covered in the text and discussed in class.

# COURSE GRADING POLICY

Your grade will be based upon the same two basic criteria used to evaluate performance in the Marketing profession: analytical skill and teamwork.

Individual skill accounts for 78% of your final grade. It will be evaluated by your performance on 6 quizzes. The quizzes cover the basics and tools of Marketing and each one of the 4 Ps of the Marketing mix. Each will consist of 22 questions comprising a mix of multiple choice, exercise, and short answer questions. Each question is worth half a point, so each quiz totals 11 possible course points. The quizzes will be administered by computerized form, so please bring a #2 pencil as well as a calculator. There will also be 6 homework assignments, each accounting for 2 possible points. No late homework assignments will be accepted.

Teamwork skill accounts for the remaining 22% of your grade. It will be evaluated by your performance in working with a small group of other students to develop and present the team project, a Marketing Situation Analysis addressing any “real world” brand of your choice (subject to instructor approval). Specifics include:

- o Your group submits a 10 page report the last week of class (**any text over 10 pages will not be graded**).
- o Your group presents your report during the final exam session to both the class and the instructor.
- o The project accounts for 22 possible points using two evaluation tools:
  - 1) Your team’s presentation will be graded by the instructor on a 1-10 scale; the report on a 1-12 scale
  - 2) To ensure each member of your team contributes their “fair share” to the project, teammates will be given a secret ballot to judge your performance; if they feel you contributed your share, you will receive all the points the team receives, up to 22 possible points; if, however, a majority of your teammates feel you did not contribute your share, you will receive 0 points for the project. The instructor accepts this secret team vote as the final decision on this aspect of your grade

You earn only the points you deserve with **absolutely no make-up projects**. Here’s a recap of the system:

<u>Evaluated Projects</u>	<u>Source of Evaluation</u>	<u>Possible Grade Points</u>
<b>Quizzes</b>	Instructor	11 points each x 6 = 66
<b>Homework</b>	Instructor	2 points each x 6 = <u>12</u>
		<i>Individual subtotal</i> <b>78</b>
<b>Team Project</b>		
a) Presentation	Instructor	10
b) 10 page hand-in	Instructor	<u>12</u>
		<i>Team subtotal</i> <b><u>22</u></b>
		<b>Grand Total</b> <b>100</b>

## Grade Conversion Scale

To determine your final letter grade for the course, simply add up the points you earn from the above projects and compare them with the grade conversion scale below:

A+	98-100	B+	88-89	C+	78-79	D+	68-69	F	0-59
A	92-97	B	82-87	C	72-77	D	62-67		
A-	90-91	B-	80-81	C-	70-71	D-	60-61		

## Extra Credit

Extra credit in the Business curriculum is at the discretion of the instructor. None is available in this course.

## Study Assistance

During the semester, if you feel you are falling behind your classmates, please don’t panic. First, let me know your concerns; perhaps we can work together to help you make it through the semester. Second, contact the Academic Success Center, Room G-16 Owen Library (#7998), for tutors to help you--free of charge.

# STUDENT EXPECTATIONS

You should expect that you will know what the 4 Ps of Marketing are, specifically:

- How a product is defined, developed, and marketed, including how to “position” a brand
- How products are distributed, including an examination of retailers and wholesalers
- How to best set a price for your product, including break-even analysis
- How to use marketing communications, including advertising, direct marketing, and, public relations, among others

You should also expect to learn some of the basic tools for establishing Marketing strategy, including:

- Consumer behavior, market research and market segmentation

Finally, you should expect to learn how to integrate these elements in the preparation and presentation of your final project.

## INSTRUCTOR EXPECTATIONS

### Overall

All students enrolled in this class are subject to the Code of Conduct for all UPJ Business majors, attached to this syllabus. Consistent with this Code, the expectations described below also apply.

### Attendance

All students are expected to attend class. In fact, the instructor’s expectation is that you will maximize your investment in this course by attending as many sessions as possible. Therefore, attendance will not account for a portion of your grade, although it may help you in some borderline situations (for example, if you are within *less than a full point* of the next highest grade). A class roster will be circulated within the first 15 minutes of each session for sign-in; those arriving after 10 minutes will not be permitted to sign in and be considered absent. The instructor reserves the right to penalize students who abuse the attendance policy by adjusting grading (downward) accordingly.

Cell phones and any other electronic devices must be disabled during class. If a device activates during class, you must leave the classroom to respond—but you will not be permitted to return for the remainder of class. This policy includes incoming and outgoing text messages.

### Assignments

Unexcused quiz absences can not be made up. If you know you will be absent when a quiz is scheduled, advise the instructor in advance either by personal visit, phone call, email, or even a faxed written excuse up until class time of the quiz date, as assigned in class (you are responsible for making sure there are no changes to the due date).

On occasion, during a quiz review session, some questions might be “thrown out” and credit granted due to a flawed question design. To qualify for this credit, two conditions must occur: more than 50% of the class must have incorrectly answered the question; and students must be present on the day the quiz is reviewed to receive credit. This policy is also true for issues with homework: they must be resolved on the day the homework is returned to students to receive credit. Late homework assignments or final project reports will not be accepted. Both of these assignments must be typed and the final project must be stapled or professionally bound.

### Presentations

Presentations will be graded according to the following standards: 10 = an exceptional effort which surpasses the requirements of the assignment; 9 = a very good effort in successfully fulfilling the requirements; 8 or less: an effort which does not fulfill all requirements of the assignment. Standard business attire is required for the final presentation, just as it would be at such a presentation in “the real world.” This includes at least a dress shirt and tie for gentlemen.

### Honesty Policy

Since this course will simulate “real world” analytical processes, professional plagiarism standards will be enforced. Therefore, if any dishonest practices are discovered, the result will be instant failure for the entire course. This includes new high-tech methods of cheating, such as copying a fellow student’s computer file, making cosmetic changes, and then turning it in as your own work. The instructor also reserves the right to require a spontaneous oral presentation of the facts contained in any written assignment or of the answers provided on any quiz.

### Students With Disabilities

Students with disabilities requesting academic accommodations for this course should notify the course instructor and the Office of Disability Services as early as possible in the semester. The Director of Disability Services will verify the disability and determine reasonable accommodations for the course. To schedule an appointment or to learn more about these services at UPJ, please call #7998 or visit the Academic Success Center in Room G-16 of the Owen Library.

# COURSE SCHEDULE

Topic	Session	Day	Date	Topic	Assignments <small>* = out of order</small>
<b>Introduction</b>	1	Monday	8/27	Orientation	--
<b>Basics</b>	2	Wednesday	8/29	Definition of Marketing/ <b>Homework</b>	<i>Chapter 1</i>
	3	Friday	8/31	Marketing Strategies & Ethics	<i>Chapters 2-3</i>
		Monday	<b>9/3</b>	<b>Labor Day</b>	<b>No Class</b>
	4	Wednesday	9/5	Environment	<i>Chapter 4</i>
	5	Friday	9/7	Global Marketing/Quiz preview	<i>*Chapter 7* / Homework due</i>
	6	Monday	9/10		<b>Basics Quiz</b>
	7	Wednesday	9/12	Quiz review/team work session	<b>Team List due</b>
<b>Tools</b>	8	Friday	9/14	Buying Behavior/ <b>Homework</b>	<i>Chapters 5-6</i>
	9	Monday	9/17	Segmentation	<i>Chapter 8</i>
	10	Wednesday	9/19	Research/Quiz preview	<i>Chapter 9/ Homework due</i>
	11	Friday	9/21		<b>Tools Quiz</b>
	12	Monday	9/24	Quiz review/group work session	
<b>Product</b>	13	Wednesday	9/26	Product Basics/ <b>Homework</b>	<b>Team Topic due</b>
	14	Friday	9/28	Brands	<i>Chapter 10</i>
	15	Monday	10/1	Product Life Cycle/Strategies	<i>Chapter 10</i>
	16	Wednesday	10/3	New Products	<i>Chapter 11</i>
	17	Friday	10/5	Services/Quiz preview	<i>Chapter 11</i>
		Monday	<b>10/8</b>	<b>Fall Break</b>	<b>No Class</b>
	18	Tuesday	10/9	Quiz review/team work session	<i>Chapter 12/ Homework due</i>
	19	Wednesday	10/10		<b>Product Quiz</b>
<b>Price</b>	20	Friday	10/12	Pricing basics/Breakeven/ <b>Homework</b>	<i>Chapter 13</i>
	21	Monday	10/15	Marketplaces/Declaring Majors	<i>Chapter 13</i>
	22	Wednesday	10/17	Objectives/Strategies	<i>Chapter 13</i>
	23	Friday	10/19	Tactics/Quiz preview	<i>Chapter 13/ Homework due</i>
	24	Monday	10/22		<b>Price Quiz</b>
	25	Wednesday	10/24	Quiz review/group work session	
<b>Place</b>	26	Friday	10/26	Distribution Basics/ <b>Homework</b>	<i>Chapter 14</i>
	27	Monday	10/29	Channel Power	<i>Chapter 14</i>
	28	Wednesday	10/31	Wholesaling/Logistics	<i>Chapter 14</i>
	29	Friday	11/2	Retailing/Quiz preview	<i>Chapter 15/ Homework due</i>
	30	Monday	11/5		<b>Place Quiz</b>
	31	Wednesday	11/7	Quiz review/group work session	
<b>Promotion</b>	32	Friday	11/9	Promotion Basics/IMC	<i>Chapter 16</i>
	33	Monday	11/12	Objectives/Strategies/Positioning	<i>Chapter 17</i>
	34	Wednesday	11/14	Electronic Media	<i>Chapter 17</i>
	35	Friday	11/16	Direct Marketing/ <b>Homework</b>	<i>Chapter 17</i>
	36	Monday	11/19	Public Relations; Sales Promotion	<i>Chapter 17</i>
		Wednesday	11/21	<b>Thanksgiving Break</b>	<b>No Class</b>
		Friday	11/23	<b>Thanksgiving Break</b>	<b>No Class</b>
	37	Monday	11/26	Advertising Media	
	38	Wednesday	11/28	Advertising Creative	
	39	Friday	11/30	Personal Selling/Quiz preview	<i>Chapter 18/Homework due</i>
	40	Monday	12/3	Quiz/group work session	<b>Promotion Quiz</b>
	41	Wednesday	12/5	Quiz review/Group work session	
<b>Final Prep</b>	42	Friday	12/7	Group work session	<b>Hand in Final Paper</b>
<b>Final Project</b>				Exam Time TBC	<b>Final Presentations</b>

## Grading

### Hand-in = 12 points

- 10 typed page limit (anything beyond 10 pages will not be graded)
- All data and content sources must be attributed at the spot in the text where the information appears, using the following format: (Wall Street Journal, March 3, 2012); no bibliography page is necessary
- Provide detailed rationale for all of your answers
- Penalties will be assigned for typos and grammatical errors
- Please list all your group members on the cover page in alphabetical order

### Presentation = 10 points

- Limited to 20 minutes

### Participation = Pass/Fail

- All possible points or zero
- Based upon your team's secret ballot evaluation of your contribution

## Required Outline

### A Marketing Situation Analysis Report

- Background** (2 points)
  - Brief introduction and history of your brand and its parent company
  - 5 year trend of sales **and** profits for the industry, **and** your brand, by year  
(tips: present data in tables; use IBIS World for industry data and 10-Ks for corporate data—broken down to your brand)
  - Macro environmental factors impacting your brand and its industry
  - Market share for the brand and 2-3 key competitors for the most recent year
- Product** (2 points)
  - Product life cycle stage for the brand (based on the historical industry data above)
  - Type of product
  - Product strategy used
- Price** (2 points)
  - Price range of your brand
  - Competitive pricing for 2-3 key competitors (tips: use common units, such as price per ounce; present in a table)
  - Marketplace environment
  - Pricing objective
  - Pricing strategy
- Place** (2 points)
  - Number of locations (including headquarters, manufacturing sites, sales outlets, etc.; tip: use U.S. Economic Census)
  - Channel structure diagram
  - Channel captain
  - Type of power used
  - Distribution strategy
- Promotion** (2 points)
  - Positioning statement
  - Positioning map including plots for your brand and 2-3 competitors
  - Promotion objective
  - Promotion strategy
  - Promotion tools used
- What would you do differently?** (2 points)
  - Present a discussion of how you would alter the situation described above to improve the Marketing effectiveness of the brand.
  - Organize your thoughts according to the four elements of the Marketing Mix.

**(Points may be deducted for poor grammar, punctuation, spelling or lack of attribution of all sources)**



# University of Pittsburgh Johnstown

## Business Curriculum Classroom Code of Conduct

Classes are considered to be a work environment and students are expected to maintain professional standards of conduct at all times. Remember, every student contributes to, or detracts from, a productive learning environment. Make sure your decorum adds to a positive environment. Therefore the instructor reserves the right to ask students to leave the room if they engage in any of the following activities:

- Disruptive behavior targeting fellow students and/or the instructor
- Working on subject matter not related to the course (including homework)
- Checking/responding to email and text messages or using the internet without the instructor's permission
- Consistently arriving late to class
- Getting up and leaving class frequently (to get a drink, etc.)
- Leaving cell phones and pagers on during class, using cell phones/receiving calls during class
- Reading materials not related to class
- Failure to maintain professional and courteous behavior at all times

Your college years are the perfect time to learn, practice, and incorporate professional standards of conduct. Be punctual and prepared, do work you can be proud of, make meaningful contributions to teams and groups to which you belong. Take advantage of opportunities to network, meet professionals, and build career enhancing skills.



## Connect Student Quick Tips

Use this Student Quick Tips guide for a quick and easy start with McGraw-Hill Connect. You'll get valuable tips on registering, doing sample quizzes, accessing resources, and info about the support center hours.

### Getting Started

**TIP:** To get started in Connect, you will need the following:

- Your instructor's Connect Web Address
- Connect Access Code

**TIP:** If you do not have an access code or have not yet secured your tuition funds, you can click "Free Trial" during registration. This trial will provide temporary Connect access (typically three weeks) and will remind you to purchase online access before the end of your trial.

### Registration and Sign In

1. Go to the Connect Web Address provided by your instructor
2. Click on **Register Now**
3. Enter your email address

**TIP:** If you already have a McGraw-Hill account, you will be asked for your password and will not be required to create a new account.

4. Enter a registration code or choose **Buy Online** to purchase access online
5. Follow the on-screen directions

**TIP:** Please choose your Security Question. We will ask you for this information if you forget your password.

6. When registration is complete, click on **Go to Connect Now**
7. You are now ready to use **Connect**

### Trouble Logging In?

- Ensure you are using the same email address you used during registration. If you have forgotten your password, click on the "Forgot Password?" link at your Instructor's Connect Course Web Address
- When logged into Connect, you can update your account information (e.g. email address, password, and security question/answer) by clicking on the "My Account" link located at the top-right corner

### Home (Assignments)

**TIP:** "Save & Exit" vs. "Submit" button

- If you are unable to complete your assignment in one sitting, utilize the "Save & Exit" button to save your work and complete it at a later time
- Once you have completed your assignment, utilize the "Submit" button

### Library

**TIP:** The *Library* section of your Connect account provides shortcuts to various resources.

- If you purchased ConnectPlus, you will see an *eBook* link, which can also be accessed from the section information widget of the *Home* tab

### Reports

**TIP:** Once you submit your assignment, you can view your available results in the *Reports* tab.

### Need More Help?

[www.mcgrawhillconnect.com/support](http://www.mcgrawhillconnect.com/support)

to send us an email.

1-800-331-5094

Mon-Thurs: 9 am – Midnight; Friday: 9 am – 7 pm  
Sunday: 7 pm – Midnight