



School of Business Administration

UNIVERSITY OF SOUTH CAROLINA AIKEN

Spring 2012 Syllabus

Course: ABUS 350-02
Credit Hours: 3
Course Title: Principles of Marketing
Prerequisite: AECO 221 or AECO 222
Class Time: T Th 3:05-4:20
Class Location: B&E 140
Instructor: Dr. Richard Heiens
Office: B&E 103
Phone: 641-3238
E-Mail: RichardH@USCA.edu
Office Hours: T Th 10:15-10:45; 12:05-1:35; online daily

Required Text: Kerin, Roger A., Steven W. Hartley, and William Rudelius (2011), *Marketing*, 10th Edition, The McGraw-Hill Companies, Inc.

School of Business Administration Mission Statement:

The School of Business Administration focuses on creating a caring learning environment in its accredited undergraduate program. The program prepares students to meet the dynamic global, technological, and ethical challenges of business and society.

Course Description:

Marketing functions, trade channels, price policies, expenses and profits of middlemen and public policy with respect to marketing practices.

Course Objectives:

The primary objective of this course is to teach students the basic principles and techniques of marketing. Upon completion of the course, the student should be familiar with market segmentation, market research, the promotional mix, demographics, and the marketing concept. Also, students will acquire a detailed understanding of how firms use these concepts in the marketing planning process.

Specific Learning Objectives:

The course addresses social concerns and issues, including: ethics, global issues, political issues, social responsibility, regulatory issues, environmental issues, technology, and demographics. Assignments required in the course develop written and oral communication skills, and contribute to developing analytical and decision-making skills. Specific learning objectives include the following:

1. Explain the universal functions of marketing. Define the marketing concept.
2. Explain the concept of marketing myopia.
3. Explain the importance of quality and customer satisfaction in achieving success in the marketplace.
5. Identify the five components of the marketing environment.
6. Describe the importance of international marketing.
7. Outline and explain the steps in the marketing research process.
8. Outline the steps in the consumer buying process.
9. Discuss the challenges of marketing to government, institutional and international buyers.
10. Outline the role of marketing segmentation in developing a marketing strategy.
11. Explain the concept of product life cycle.
12. Discuss market segmentation and marketing mix considerations for services.
13. Describe the various types of distribution channels and their roles in marketing strategy.
14. Explain the concept of the promotional mix and its relationship to an overall marketing mix.
15. Compare and contrast the major types of advertising.
16. Outline the steps in the sales process.

Course Activities to Meet Objectives:

1. Research Reports

Each student is required to submit a written research report on a specific marketing related topic of their choice. All topics must be drawn from material in **the text**, which **should serve as one of at least three primary reference sources**. Additional sources of material must be obtained from **peer-reviewed academic publications or books**. A total of at least three sources are required. **Do not use websites!**

The report should be neatly typed, well organized, visually appealing, legible, and free of *all* errors in grammar and spelling. The instructor looks for organization, understanding, originality, depth of coverage, and clarity of exposition. The reports should be a minimum of 10 pages long and should cover the subject adequately.

Appropriate references in APA format are required.

Written reports are due on the assigned date – **no exceptions**.

2. Examinations

Three midterm examinations and a final examination will be required on the specified examination days. **No make-ups will be given.**

3. Participation

Participation, which includes, but is not limited to, attendance, shall be evaluated at the instructor's discretion. **There are no excused absences.**

Failure to adhere to course policies and requirements may result in forfeiture of this grade component.

No audible cell-phones or pagers are allowed in class.

Grading:	90 – 100	A	Exam 1	18%
	88 – 89.99	B+	Exam 2	18%
	80 – 87.99	B	Exam 3	18%
	78 – 79.99	C+	Final Exam	20%
	70 – 77.99	C	Research Report	21%
	68 – 69.99	D+	Participation	5%
	60 – 67.99	D		
	0 – 59.99	F		

No incompletes will be given.

If you have a physical, psychological and/ or learning disability which might affect your performance in this class, please contact the Office of Disability Services, 126A B&E, (803)641-3609, as soon as possible. The Disability Office will determine appropriate accommodations based on medical documentation.

Course Schedule:

Week	Date	Chapters	Topics
1	1/10 1/12	Introduction Chpt. 1	Creating Customer Relationships and Value Through Marketing
2	1/17 1/19	Chpt. 2 Chpt. 3	Developing Successful Marketing and Organizational Strategies Scanning the Marketing Environment
3	1/24 1/26	Chpt. 4 Chpt. 5	Ethical and Social Responsibility in Marketing Understanding Consumer Behavior
4	1/31 2/2	Chpt. 5	Understanding Consumer Behavior Review
5	2/7 2/9	Exam 1 Chpt. 6	Chapters 1,2,3,4,5 Understanding Organizations as Customers
6	2/14 2/16	Chpt. 7 Chpt. 8	Understanding and Reaching Global Consumers and Markets Marketing Research: From Customer Insights to Actions
7	2/21 2/23	Chpt. 9 Chpt. 10	Market Segmentation, Targeting, and Positioning Developing New Products and Services
8	2/28 3/1	Exam 2	Review Chapters 6,7,8,9,10
9	3/6 3/8	Spring Break Spring Break	No Classes No Classes
10	3/13 3/15	Chpt. 11 Chpt. 12 Chpt. 14	Managing Successful Products and Brands Services Marketing Arriving at the Final Price
11	3/20 3/22	Chpt. 15 Chpt. 17	Managing Marketing Channels and Wholesaling Retailing (Submit paper topic and list of three references)
12	3/27 3/29	Review Exam 3	Chapters 11,12,14,15,17
13	4/3 4/5	Chpt. 18 Chpt. 19	Integrated Marketing Communications and Direct Marketing Advertising, Sales Promotion, and Public Relations
14	4/10 4/12	Chpt. 20 Chpt. 21	Personal Selling and Sales Management (Research Reports Due) Interactive and Multichannel Marketing
15	4/17 4/19	Chpt. 22	Pulling It All Together: The Strategic Marketing Process Review
16	4/24 4/26	Reading Day 2:00 Final Exam	No Classes Chapters 18,19,20,21,22

Research Paper Information (APA Format)

1. Include a cover page and a table of contents (with page numbers).
2. Double space only.
3. Use 12 point font.
4. Number all pages, starting with the cover page as 1.
5. Left justify only.
6. Headings are centered.
7. Subheadings are started at the left margin and are italicized.
8. Citing references in the paper
 - a. Cite all sources used in the text. For example:
 - i. Smith (2009) noted...
 - ii. It was noted (Smith, 2009) that...
 - b. Quotes require a citation that includes the page number. For example:
 - i. According to Smith and Jones (2008), "Marketing is good" (p.3).
 - c. Quotes must have quotation marks at the beginning and end of the quote. The exception is a lengthy quote (40 or more words), which is indented within the paragraph.
 - d. Paraphrases require a citation, but not a page number.
9. There are 95 different formats for noting references in an APA reference list. Examples of one common format used in marketing journals:
 - a. Alreck, P. L. & Settle, R.B. (2005), *The Survey Research Handbook*. Chicago: Richard D. Irwin, Inc.
 - b. Heiens, R.A. McGrath, L & Leach, R. (2008), "The Impact of Intangible Assets and Expenditures on Holding Period Returns in the Pharmaceutical Industry," *Journal of Medical Marketing*, 8 (2), 151-158.
 - c. (If the author of a document is not identified, begin the reference with the title of the document)
10. Both *e.g.* and *i.e.* are only to be used in parentheses. The former means *for example* and is used when you are providing only a sampling of the options. The latter means *that is* and is used when you are being specific in what you intend to identify.
11. All authors must be cited the first time that particular text reference is noted. Subsequent citations may take the form of *et al.*, but only after all the authors have been cited the first time.
12. Use an ampersand (&) only when writing inside parentheses.

13. Do not use *etc.*, even within parentheses. Instead, use a list within parentheses preceded by *e.g.*.
14. Use the numeral for numbers 10 and above and words for numbers below 10 (except for dates, times, and measures for which numerals are always used).
15. Never start a sentence with a numeral, even if it is 10 or more. Instead, rewrite the sentence.
16. A paragraph requires more than a single sentence.
17. Use the full term, followed by the acronym in parentheses, the first time the term is used. Thereafter, the acronym may be used alone.
18. Personal communications are cited in the text, but not in the References.
- 19. Avoid the use of colloquialisms, such as “a lot”.**
20. Give the author’s last name and the date of the work in parentheses in the text (separated by a comma).
21. The page number is given only for direct quotations.

Business & Marketing Resources

FINDING ARTICLES: DATABASES

[Business Source Premier \(PASCAL\)](#) provides access to journal literature in business, economics, public administration, sports management, hospitality, marketing, and tourism.

[Business and Company Resource Center \(DISCUS\)](#) provides full text articles from academic and general business, industry & management periodicals, newsletters, newspapers and newswires; investment and broker research reports; company & association directory listings from a number of sources. Additional content is garnered from reference sources covering industries, company histories, associations, brands, market share, and more.

[LexisNexis Academic Universe](#) provides full-text information from a variety of sources within these five categories: news, business, legal, and medical research as well as general reference. Business information is selected from a variety of publications, including newspapers, trade publications, newsletters, magazines, and some journals.

[General Business File ASAP \(DISCUS\)](#) analyzes company performance and activity, industry events and trends as well as the latest in management, economics and politics. This database provides access to broker research reports, trade publications, newspapers, journals and company directory listings with full text and images available.

[Academic Search Premier \(PASCAL\)](#) is a large academic multi-disciplinary database, providing full text for nearly 4,700 publications. PDF back files to 1975 or further are available for well over one hundred journals, and searchable cited references are provided for more than 1,000 titles.

JSTOR provides full-text coverage of 106 business journals, including: *Marketing Science* (1982-2007), *The Journal of Marketing* (1936-2007), and *Journal of Marketing Research* (1964-2007). Note that the last three-five years may not be available, but the database is good for historical research.

FINDING BOOKS: ONLINE CATALOG

Use to find books and other materials at USCA or in other USC system libraries in South Carolina.

KEYWORD search: target marketing; multicultural marketing

SUBJECT: marketing—social aspects

TITLE: Journal of Marketing

REFERENCE BOOKS

The Advertising Age Encyclopedia of Advertising

Encyclopedia of Major Marketing Campaigns

International Encyclopedia of Company Histories

Ref HF5803.A38 2003 (3 volume set)

Ref HF5837.E53 2000

Ref [HD2721 .D36 1988](#)