

Syllabus^{COURSE}

MKT 571
Marketing

Version 1 02/01/2008



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Course Syllabus

Course Title: MKT 571—Marketing

Required Texts:

- Kotler, P., & Keller, K. L. (2007). *A framework for marketing management* (3rd ed.). New Jersey: Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2006). *Marketing management* (12th ed.). New Jersey: Pearson Prentice Hall.
- Newsom, D., Turk, J. V., & Kruckeberg, D. (2004). *This is PR: The realities of public relations* (8th ed.). Belmont, CA: Thomson-Wadsworth.

Electronic Resources:

Please Note: All required text and materials are found on the rEsource page. The rEsource page can be accessed through the University of Phoenix Student and Faculty Web site at <https://ecampus.phoenix.edu/>

Course Overview

COURSE DESCRIPTION

This course prepares students to apply marketing concepts to create and sustain customer value. Students learn to solve marketing problems in a collaborative environment. Topics include market research, customer relationships, branding, market segmentation, product development, pricing, channels, communications, and public relations.

TOPICS AND OBJECTIVES

Understanding Marketing Management

- Identify fundamental marketing concepts, trends, and tasks.
- Identify components of an effective marketing plan.
- Apply the market research process in developing a business solution.

Buyer Behavior

- Analyze how organizations build strong customer relationships and customer value through marketing.
- Explain the factors that influence consumer purchasing decisions.
- Analyze how markets are segmented to form target markets.
- Explain the important decisions involved in developing branding strategies.

Product Development and Pricing Strategies

- Apply a product development decision process to a new product or service launch.
- Describe marketing strategies that increase service quality.
- Evaluate pricing strategies and programs for setting and adapting the price of a new product or service.

Channel Strategies and Foreign Markets

- Evaluate marketing channel strategies for a new product or service.
- Evaluate strategies for entering foreign markets with a new product or service.

Communicating Value

- Evaluate factors involved in developing and managing an effective marketing communications plan for a new product or service.
- Evaluate advertising and promotion programs for a new product or service.
- Evaluate technology trends in marketing.

Public Relations and Ethics in Marketing

- Analyze the role of ethics and social responsibility in marketing.
- Evaluate public relations strategies for a new product or service.

Point Values for Course Assignments

Week One: Understanding Marketing Management	
Participation	3
Individual Assignment: Classic Airlines and Marketing	7
Week Two: Buyer Behavior	
Participation	3
Learning Team Assignment: Product Offering	5
Week Three: Product Development and Pricing Strategies	
Participation	3
Individual Assignment: Classic Airlines Marketing Solution	35
Week Four: Channel Strategies and Foreign Markets	
Participation	3
Learning Team Assignment: Channel and Pricing Strategies	5
Week Five: Communicating Value	
Participation	3
Learning Team Assignment: Communications Plan	10
Week Six: Public Relations and Ethics in Marketing	
Participation:	3
Learning Team Assignment: Product Launch Plan	20
Point Total	100

Policies and Procedures

Attendance and Participation

Insert Information

Late Assignments

Insert Information

Feedback

Insert Information

Incompletes

Insert Information

Academic Honesty

Academic honesty is highly valued at each University of Phoenix campus. A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make clear the extent to which such sources were used. Words or ideas that require citations include, but are not limited to, all hardcopy or electronic publications—whether copyrighted or not—and all verbal or visual communication, when the content of such communication clearly originates from an identifiable source.

If you have any questions about appropriate academic citations, you may want to review the Avoiding Plagiarism tutorial. This tutorial, designed by Longman Publishing Company, is designed to help students understand and avoid plagiarism.

To access the tutorial:

1. Navigate to the University of Phoenix student Web site: <https://ecampus.phoenix.edu>.
2. Go to **Site Tools**.
3. Click on **Tutorials**.
4. Select **Avoiding Plagiarism**.

Academic Resources

Coursework in this class must uphold the high standards of academic integrity established by the University of Phoenix. Consequently, when you are conducting research for an assignment, the majority of your sources should be peer-reviewed academic journals, such as those you find in the University Library or in the additional readings on the rEsource page for this course.

PLEASE NOTE: Internet searches will often take you to non-academic information resources such as Wikipedia.com, Ask.com, Encarta.msn.com, Infoplease.com, etc. You may supplement your research with these sources, but keep in mind that the information you find there may not be accurate, since it does not come under a formal oversight or peer-review process.

While you may use and cite non-academic resources such as Wikipedia when working on assignments, you may not rely on them exclusively. The majority of your sources should be peer-reviewed academic journals. Further, remember that you are responsible for the accuracy of any facts you present in your assignments and therefore should confirm the veracity of information you find on non-academic sources through further research.

Confidentiality and Proprietary Information

One of the cornerstones of the University of Phoenix learning model is the practical application of theoretical concepts. You are encouraged to share your personal and professional experiences as a means to integrate knowledge by reflecting on its application. However, it is important to note that we all are bound by confidentiality in this class. To assure that we can have a free and open discussion in which you may elect to discuss your company and its policies and procedures as they apply to the course material, I expect each person to respect the confidentiality of what your classmates are willing to share with us. At the same time, I ask that each of you exercise good judgment in what you choose to share and avoid disclosing non-public or competitively sensitive information.

It is University of Phoenix policy that students and faculty members must not share present or past employer information that is considered to be proprietary, confidential, company sensitive, or protected trade secrets. Students are encouraged to examine their organization's limitations on sharing information externally.

Students and faculty members may appropriately choose to illustrate lessons from their experience that might challenge these boundaries, without identifying specific employers or individuals by name.

If you have any questions about any of the information contained in this syllabus, or about any other aspect of this class, please do not hesitate to ask your facilitator.

How Points and Percentages Equate to Grades

100-95	A	76-74	C
94-90	A-	73-70	C-
89-87	B+	69-67	D+
86-84	B	66-64	D

83-80	B-	63-60	D-
79-77	C+	59 <	F

Week One

Understanding Marketing Management

- Identify fundamental marketing concepts, trends, and tasks.
- Identify components of an effective marketing plan.
- Apply the market research process in developing a business solution.

ASSIGNMENTS

1. **Read** objectives and welcome.
2. **Read** Ch. 1 & 2 of *Marketing Management*.
3. **Read** Ch. 3 of *A Framework for Marketing Management*.
4. **Read** the Classic Airlines Scenario.
5. **Assignment:** Classic Airlines and Marketing
 - **Consider** what product or service Classic Airlines is marketing, the marketing challenges it faces, and its current corporate culture.
 - **Write** a 350- to 700-word, APA-formatted, paper explaining some of the marketing concepts found in this week's readings, and how they can be related to the context of the scenario. Include citations and references where appropriate.
 - **Submit** your paper to your instructor.

Week Two

Buyer Behavior

- Analyze how organizations build strong customer relationships and customer value through marketing.
- Explain the factors that influence consumer purchasing decisions.
- Analyze how markets are segmented to form target markets.
- Explain the important decisions involved in developing branding strategies.

ASSIGNMENTS

1. **Read** Ch. 4-9 of *A Framework for Marketing Management*.

2. **Learning Team Assignment:** Product Offering

- **Perform** a product launch as a team (see Ch. 2 ,pp. 61-67, of *Marketing Management* for a sample plan). You will complete parts of the assignment in the coming weeks; the full launch of the product will be completed in Week Six. Once you have received your instructor's approval for the product identified in this week's assignment, continue to work on the product launch plan based on the outline given in Week Six. You should not wait until the final week to finish the full assignment. For this week's assignment, you can keep your research brief. For the Week Six assignment, however, detailed research is expected.
- **Select** a home country other than the U.S., and choose an organization for which one of your team members works. If you prefer, you can use Kudler Fine Foods.
- **Write** a 700- to 1,050-word, APA-formatted, paper explaining the following:
 - Market needs
 - Market growth
 - A brief SWOT Analysis
 - Competition
 - Product offering/Product definition
 - Product identification
 - Justification for choice of product
- **Submit** your paper to your instructor.

Week Three

Product Development and Pricing Strategies

- Apply a product development decision process to a new product or service launch.
- Describe marketing strategies that increase service quality.
- Evaluate pricing strategies and programs for setting and adapting the price of a new product or service.

ASSIGNMENTS

1. **Read** Ch. 10-12 of *A Framework for Marketing Management*.
2. **Assignment:** Classic Airlines Marketing Solution
 - **Use** a problem solving model to solve Classic Airline's marketing problem. It is not required but you may use the 9-step model. You must identify and define the problem, and apply a robust problem-solving process.
 - **Consider** the internal and external pressures contributing to Classic's current crisis, the objectives and obstacles of the marketing department, and the marketing resources available to resolve this crisis.
 - **Write** a 2,150- to 3,500-word, APA-formatted, paper applying your chosen problem-solving process to Classic Airlines, and provide justification for your marketing solution.
 - **Submit** your paper to your instructor.

Week Four

Channel Strategies and Foreign Markets

- Evaluate marketing channel strategies for a new product or service.
- Evaluate strategies for entering foreign markets with a new product or service.

ASSIGNMENTS

1. **Read** Ch. 13 & 14 of *A Framework for Marketing Management*.
2. **Read** Ch. 21 of *Marketing Management*.
3. **Learning Team Assignment:** Channel and Pricing Strategies
 - **Select** a second country as the international market for your product (your home country was selected in Week Two).
 - **Develop** channel and pricing strategies for your product launch, including both your domestic and international markets.
 - **Write** a 1,050- to 1,400-word, APA-formatted, paper explaining the following:
 - A justification for your choice of international market. **Note:** the justification should employ specific data from research conducted.
 - The selection of an appropriate channel strategy for both your domestic and international markets, as well as a justification for this selection.
 - Pricing strategies for entering both the domestic and international markets.
 - **Submit** your paper to your instructor.

Week Five

Communicating Value

- Evaluate factors involved in developing and managing an effective marketing communications plan for a new product or service.
- Evaluate advertising and promotion programs for a new product or service.
- Evaluate technology trends in marketing.

ASSIGNMENTS

1. **Read** Ch. 15 & 16 of *A Framework for Marketing Management*.
2. **Read** Ch. 19 (pp. 612-616) & Ch. 20 of *Marketing Management*.
3. **Learning Team Assignment:** Communications Plan
 - **Develop** a communications plan for your product launch, including both your domestic and international markets.
 - **Write** a 700- to 1,050-word, APA-formatted, paper addressing the following:
 - Evaluate factors involved in developing and managing an effective marketing communications plan for the new product.
 - Evaluate advertising and promotion programs for the new product.
 - Evaluate the technology trends available to help you market the product.
 - Compare and contrast the marketing communication strategies for both your domestic and international markets, and explain the differences.
 - **Submit** your paper to your instructor.

Week Six

Public Relations and Ethics in Marketing

- Analyze the role of ethics and social responsibility in marketing.
- Evaluate public relations strategies for a new product or service.

ASSIGNMENTS

1. **Read** Ch. 11 of *This is PR*.
2. **Read** *Marketing Ethics in Emerging Markets* article, found in the Electronic Reserve Readings for Week Six.
3. **Learning Team Assignment:** Product Launch Plan
 - **Develop** a product launch plan for two markets (domestic and international).
 - **Write** a 2,800- to 3,500-word, APA-formatted, paper explaining each of the following elements in your team's Product Launch Plan:
 - Product description
 - Product positioning
 - Targeting
 - Market needs
 - Market potential and market growth
 - Company SWOT analysis (include analysis from both countries chosen)
 - The competition
 - Marketing objectives and marketing strategy
 - Pricing
 - Marketing communication (including public relations)
 - Distribution strategy (domestic and international market entry)
 - Financial information (a budget showing product launch expenses and a unit forecast by quarter for three years)
 - Marketing research conducted for the plan
 - **Submit** your Product Launch Plan to your instructor.