



E-mail: and Office Hours vary by instructor

**BA14\_04 – Principles of Marketing (3 credits – 3hrs/wk)**

Required for Business Administration, Entrepreneurial Studies, and Retail Merchandising, Tourism and Hospitality Majors – Prerequisite: BA11

**Required Class Materials**

**TEXTBOOKS:**

1. Marketing, 3rd edition; Authors: Grewal, Levy (ISBN 9780078028830)

**COURSE DESCRIPTION: (from College bulletin)**

The principles and practices of the marketing process are investigated. The areas of study include product, price, promotion, channels of distribution, market research, and governmental regulation. The course considers strategic marketing from both the customer's and the marketing manager's point of view.

**LEARNING OUTCOMES:**

My primary goal for this course is for my students to learn about Marketing from a managerial approach. Students should leave my class understanding the principles of marketing and how to apply them in the real world. In addition, I want them to leave my class being better writers and intellectual thinkers.

**COURSE POLICIES:**

**GRADING FOR THIS CLASS:**

1. Homework - 20%
2. Midterm Exam - 20%
3. Final Exam - 20%
4. Project: Marketing Plan - 20%
5. Journal - 10%
6. Attendance / Class Participation – 10%

**ATTENDANCE POLICY:**

Attendance is mandatory at the City University of New York. You are allowed a maximum of 6 absences before you receive a WU/F. You are allowed 3 absences with no penalty to your grade. Each additional absence will result in a deduction to your final grade. You are obligated to stay for the entire duration of the class, unless you notify the professor. Being late 3 times will be calculated as 1 absence.

**CIVILITY CODE:**

**Civility** and respect for others is essential in an academic environment. Any acts of harassment and /or discrimination based on matters of race, gender, age, sexual orientation, religion, and/or ability will not be tolerated.

**Academic Dishonesty:** YOU ARE EXPECTED TO DO YOUR OWN WORK. If you cheat or copy someone else's work (or allow yours to be copied) you will be graded with ZERO or course failure. (KCC's plagiarism policy is at [www.kingsborough.edu](http://www.kingsborough.edu))

**Electronics:** Your cell phone **MUST** be silent during class (and turned **OFF** during exams) No texting! Any laptop/netbooks **MUST BE USED** solely for note-taking.

**DISABILITIES:**

Students with disabilities who believe they may need accommodations in this class are encouraged to contact Access-Ability, D-205, (718) 368-5175, as soon as possible to ensure that such accommodations are implemented in a timely fashion.

**Writing Intensive Statement:** This course meets the college's writing intensive graduation requirement.

During the semester you will write informally to express course content in your own words and write at least one formal paper in drafts with feedback from your instructor. Your work on writing, informal and formal, will comprise at least 30% of the final grade for this course and you can expect to revise some 8-10 pages of formal writing

**APPROXIMATE SCHEDULE:**

CLASS#1 - INTRODUCTION

CLASS#2 -

CLASS#3 -

CLASS#4 - Assignment #1 Due (Drafts for Term Project)

CLASS#5 -

CLASS#6 -

CLASS#7 - Assignment #2 Due (Drafts for Term Project)

CLASS#8 -

CLASS#9 -

CLASS#10 -

CLASS#11 - Assignment #3 Due (Drafts for Term Project)

CLASS#12 -

CLASS#13 -

CLASS#14 -

CLASS#15 - Assignment #4 Due (Drafts for Term Project)

CLASS#16 -

CLASS#17 - Midterm Review

Submit first half of JOURNAL

CLASS#18 - **MIDTERM**

CLASS#19 -

CLASS#20 - Assignment #5 Due (Drafts for Term Project)

CLASS#21 -

CLASS#22 -

CLASS#23 - Assignment #6 Due (Drafts for Term Project)

CLASS#24 -

CLASS#25 -

CLASS#26 -

CLASS#27 - **1ST FULL DRAFT OF YOUR MARKETING PLAN DUE - NO LATE SUBMISSION**

CLASS#28 -

CLASS#29 -

CLASS#30 -

CLASS#31 -

CLASS#32 - MARKETING PLAN PRESENTATIONS

CLASS#33 - MARKETING PLAN PRESENTATIONS

CLASS#34 - MARKETING PLAN PRESENTATIONS & FINAL JOURNAL SUBMISSION

CLASS#35 - FINAL REVIEW

CLASS#36 - **FINAL**

\*\*\*Syllabus is subject to change. If you are absent, please make sure to find out what you have missed\*\*\*

## MAJOR WRITING ASSIGNMENTS

### OUTLINE FOR TERM PROJECT - MARKETING PLAN (20% of overall grade)

#### **TERM PROJECT ASSIGNMENT (20% of FINAL GRADE)**

You will choose a unique product or service that you want to work on and develop a well written marketing plan, according to the following outline. Topic choices **MUST** be approved by the professor. The Marketing Plan should be between **10-15 pages (Times New Roman, size 12, double spaced)**. If you obtain information from anywhere you must site references. Keep in mind that your audience is a team of venture capitalists that you want money from in order to launch your business. This major project will also be supported by 5 assignments throughout the semester which will help you put this whole marketing plan together. **PLAGARISM** will automatically be a “0” grade. You must use proper MLA style citation for any material that you obtain online or from books. For those that are new to citation, please ask for guidance.

#### **1) EXECUTIVE SUMMARY (at least one full page)**

- a. Summarize the main issues, objectives and recommendations for the organization.
- b. In this section, please create a well constructed **Mission Statement** (3-4 well constructed sentences) that would represent your company and demonstrate sustainable competitive advantage. (Define your business at the most basic level, where you tell your company story and ideals in less than 30 seconds). A good mission statement should cover:
  - i. **What are you doing for your customers?** “This should be something that sets you apart, that makes you different, and that the customers will recognize.”
  - ii. **What are you doing for your employees?** “Fair compensation, good tools, professional development, encouragement, or whatever else you can think of. If you are serious about it, put it in your mission statement.”
  - iii. **What does the company do for its owners?** Wanting financial success is a good thing. “Don’t apologize for needing profits to stay in business, or for generating return on investment for those who invested. Say it as a part of your mission statement” if you wish.
  - iv. **What are you doing for the society?** If your company plans to be involved in the society, put it in your mission statement.

**\*\*\*DON’T JUST TELL ME HOW GREAT YOU ARE. TELL ME WHY!!!\*\*\***
- c. Create a **Mantra** (A single phrase that defines the business).
  - i. Ex: Federal Express: “Peace of Mind”
  - ii. Nike: “Authentic athletic performance”
  - iii. Target: “Democratize design”
  - iv. Mary Kay: “Enriching women’s lives”

#### **2) INTRODUCTION ( At least one full page)**

- a. Provide the history and background of the organization. If it is a new organization there is still a story about how it came to life.
- b. Provide the overview of the current market situation.

#### **3) ENVIRONMENTAL ANALYSIS ( At least 5 pages)**

- a. Market Summary which includes:
  - i. Target markets
  - ii. Market demographics
  - iii. Competition

- iv. Market Trends (Sales and profits)
- v. Market Forecasts
- vi. Cultural Factors
- vii. Legal and Regulatory Issues
- b. **SWOT Analysis:** Key strength and weakness **within** the organization and opportunities and threats facing the organization from the external environment.

#### 4) MARKETING STRATEGY ( At least 3 pages)

- a. Marketing Objectives (quantify as much as possible)
- b. Marketing Mix Strategies:
  - i. Product
  - ii. Price
  - iii. **Promotion** (You will need to prepare and present one of your promotions via a 30sec-1min advertisement whether print campaign, TV, Radio or a live presentation as if you were at a trade show presenting your product or service).
  - iv. Place (Distribution)
- c. Growth Strategy that will undertake and the reason behind it. (Market Penetration, Product Development, Market Development, Diversification)

#### 5) CONCLUSION ( At least one page)

- a. Potential problems in implementing your recommendations.
- b. Timeframe for effective implementation.
- c. How will you measure the effectiveness of your recommendations?
- d. Future directions for the organization.

At the end of the semester, teams will make presentations outlining their organizations and recommendations. All team members are expected to participate in the presentation. **PowerPoint presentations are a MUST!!!** PowerPoint presentations must contain all elements of the marketing plan in a summarized version. Do not put essays on slides!!! Each slide must contain bullets, graphics, or charts to illustrate the elements of the marketing plan while you present them.

\*\*\*Team members will grade each other on the involvement in the Marketing Plan.

Tips on PowerPoint Presentations:

1. <http://www.microsoft.com/atwork/skills/presentations.aspx>
2. <http://www.bates.edu/ils/2011/how-do-i/software/powerpoint-presentation-tips/>
3. <http://sbinfocanada.about.com/cs/management/qt/powerptpres.htm>

ASSIGNMENTS/DRAFTS LEADING UP TO THE MAJOR PROJECT:

#### Assignment #1

Before you begin working on your Marketing Plan, we need to make sure that you have a clear idea and plan about the business/product you are planning to create. You will write a pitch that is at least 2 pages, typed. The pitch should be geared towards venture capitalists that have 5minutes to hear all about your idea before they decide to give you money. Make sure that the product/business is unique. If it is something that exists, you need to have a significant twist to it. You will be evaluated on your creativity, potential to generate sales, sustainable competitive advantage, demographic criteria, marketing ideas, current market situation, stated reasons for why you should get money to launch your business.

#### Assignment#2

It is imperative to look at the market trends for the industry you are planning to operate in. First, identify the industry you are planning to go into. Looking at the market trends, is it worth going into this industry? Is the industry growing or declining? Is the industry oversaturated or is there room for your business? Do some free writing and show me some charts, graphs and data along with the references of where you obtained the information. (About 3 typed pages)

#### Assignment#3

One of the key concepts in achieving sustainable competitive advantage and assuring your success in the long run is to understand your competitors. Who are your competitors? What are their strengths? What are their weaknesses? How long have they been around? What do you know about them? Who do you feel is relevant or irrelevant to the success of your business? Do some free writing on everything you think and feel about the competitors in your industry. (About 3 typed pages)

#### Assignment#4

One of the key concepts to a successful marketing plan is doing a thorough SWOT analysis. Please do some free writing where you analyze YOUR (for your company) strengths, weaknesses, opportunities and threats. (About 1-2 typed pages)

#### Assignment#5

Knowing your customer is extremely important to launching and running a successful business. Please do some free writing about your target market. Make sure to use demographics and “paint a picture” of your customers. Make sure you explain why you chose these customers.(About 1-2 typed pages)

#### Assignment #6

In marketing one of the most important decisions you need to make is how you will promote your product/service. Please do some free writing on the promotional activities you plan to engage in. BE CREATIVE. (About 1-2 typed pages)

### **JOURNAL** (10% of overall grade)

Over the course of this semester, you should have 20 journal entries. By class #11, you have to submit the first 10 entries. By class #24, you must submit another 10 entries. Your journal entries are your opportunity to free write on the lesson we cover in class or an article that relates to the lesson of that day. At least, 5 entries out of 20 have to be based on an article related to a lesson you learned in class.