

Brennan School of Business
Dominican University

Marketing (BAD 250-02)
Spring 2017

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Class Hours: MWF 1:30- 2:20

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Classroom: Lewis 204

1. **Text (Required): Pride/Ferrell “Foundations of Marketing, Loose-leaf Version,” 7th Edition + MindTap® Marketing, 1 term (6 months) Printed Access Card (ISBN: 9781337127769)**

DO NOT BUY THIS BOOK ANYWHERE BUT THE BOOKSTORE, I NEGOTIATED THE BEST RATE FOR YOU.

2. PharmaSim license

Course Overview

The purpose of this course is to provide students a broad introduction to the principles and practice of marketing. This course emphasizes achieving organizational objectives with market-oriented strategies and marketing tactics appropriate for the target segments. We will work to develop many of the skills desired by employers and necessary for a successful business or work career in this course.

At the end of this course, students should be able to:

1. Explain marketing and become familiar with what marketers do.
2. Understand basic marketing vocabulary
3. Describe the process by which firms develop marketing strategies,
 - a. the variables that influence this process (e.g. consumer behavior or ethics),
 - b. and the tactics to implement these strategies (e.g. advertising, pricing, retailing).
4. Explain how specific business contexts (e.g. international, B2B, services, and new products/services) influence the marketing processes.
5. Appreciate how marketing relates to other business functions.

Grading

The grades for this course are comprised of the following:

Class Participation & Attendance	10%
Homework	10%
Quizzes	15%
PharmaSim Performance	35%
- Quiz	5%
- Balanced Score Card	5%
- Final Report	15%
- Presentation	10%
Exams (4)	30%

Class Participation and Attendance

Fifteen weeks is a short window to learn all of the material and your team will rely on you to help with the class project. Your overall attendance is counted towards your final grade.

Students are expected to maintain a respectful attitude toward other students, as well as toward the professor. They are expected to be on time for class. If a student needs to leave class early, he or she should inform the instructor in advance. Laptops and texting are allowed- you are adults- but please note that if I see that you are not paying attention, then **I WILL CALL ON YOU.**

Attendance in lecture is mandatory. The format of the course requires all the students to actively participate in class discussions. All students are expected to arrive in class with all reading and assignments completed. The class participation grade is based on the quality *and* quantity of participation.

Quizzes

There are several quizzes given throughout the term. You have the option to drop your two lowest scores. Since I am dropping your two lowest scores, if you plan to miss a class or are sick that day, that score will be counted as your lowest and serve as a 0. Unless there are extenuating circumstances, I will not grant any re-takes or allow you to make up the quiz.

Homework

The several homework assignments throughout the term that are completed online using <https://login.cengagebrain.com/course/4LPN-912P-G3CF>.

The textbooks in the Dominican bookstore come with the “MKTG Online” access code. The course key on this online testing facility is 4LPN-912P-G3CF

PharmaSim Performance - Balanced Score Card

The Balanced Scorecard is a measure used by the instructor and teams to assess their progress on firm objectives. In this class, the PharmaSim Balanced Scorecard, which includes factors such as return on sales, capacity utilization, Gross Margin % and Share of Manufacturer Sales generates an index that measures each team's success and comprises 5% of each team member's grade.

Exams

There will be four exams during the term. For all exams, you can bring in one page of hand written notes- front and back of a regular 8.5" x 11" paper. If any formulas or additional charts are necessary, they will be provided for you. If you find it necessary to use a calculator, you must use an actual calculator (not your phone or computer). Any material covered in class – *including guest speakers*– is posted on Canvas and in the assigned chapters of the book is fair game to appear on the exam. The exams are comprised of 50 multiple choice questions and one or two short answer questions.

Extra Credit

Extra credit opportunities may arise by attending various seminars and activities on campus. I will let you know when these opportunities are available.

Late Assignments

The first day that your assignment is late, you may receive a maximum of 90% of the grade. The second day that your assignment is late, you may receive a maximum of 80%. This progression continues until there is no credit left.

Letter Grades

A	93-100	C	73-76
A-	90-92	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	60-66
B-	80-82	F	0-59
C+	77-79		

Miscellaneous

1. Students with special physical or learning needs should discuss arrangements with me the first week of class. I am happy to accommodate students' learning needs, but I can't make 'retro-accommodations.'
2. Please follow appropriate business conduct at all times. Inappropriate behavior is cause for a substantial decrease in final grade. Please treat everyone in the class with dignity and respect. Resolve any conflicts constructively. The ability to resolve conflict is an important business skill.
3. Academic Integrity Policy
(see page 27 of the 2013-2014 Student Handbook)

Students of the university must conduct themselves in accordance with the highest standards of academic honesty and integrity. Failure to maintain academic integrity will not be tolerated. The following definitions are provided for understanding and clarity.

Definitions of Plagiarism, Cheating, and Academic Dishonesty

Student plagiarism is the presentation of the writing or thinking of another as the student's own. In written or oral work a student may make fair use of quotations, ideas, images, etc., that appear in others' work only if the student gives appropriate credit to the original authors, thinkers, owners, or creators of that work. This includes material found on the internet and in electronic databases. Cheating entails the use of unauthorized or prohibited aids in accomplishing assigned academic tasks. Obtaining unauthorized help on examinations, using prohibited notes on closed-note examinations, and depending on others for the writing of essays or the creation of other assigned work are all forms of cheating. Academic dishonesty may also include other acts intended to misrepresent the authorship of academic work or to undermine the integrity of the classroom or of grades assigned for academic work. Deliberate acts threatening the integrity of library materials or the smooth operation of laboratories are among possible acts of academic dishonesty.

4. I reserve the right to make changes in any and every part of the syllabus based on unique circumstances.
5. I send all emails to your official Dominican email account. Please make sure that you check your email periodically or forward your email to another account. It is your responsibility to keep your email inbox clean so that the emails do not bounce. Not fulfilling a course requirement because of a bounced email is not acceptable.

FINAL PAPER GUIDELINES

Congratulations! You and your fellow marketing managers have been so successful at AllStar that you have all decided to cash in your stock options and sail down that golden road to retirement in the tropical climate of Aruba. But before you go, you must present to the Board of Directors and the new marketing management team that will be replacing you. Therefore, you must develop a Marketing Plan that will highlight your experiences as marketing managers for AllStar and provide sufficient direction for the new marketing team. You have been given the outline below to shape your presentation:

I. Executive Summary

This is an extremely important section because most business people would only read this section of a report. Therefore, you should spend considerable time and effort in “crafting” the executive summary of your paper. You should cover the major points in your report. The executive summary should give the reader a clear idea of what your team has accomplished and, based on your experience, what you recommend to the new marketing team.

II. Target Market

For your target markets, each product should have a slightly different target market. Obviously, illness for each product is different. Go further. Define your target market by age, income, education, culture, etc. Try to be as specific as possible! You should make the target market analysis for all your products.

III. Marketing Objectives

In this section, you must create marketing objectives for the new marketing team that will replace you. *This portion of the final paper is **forward looking**.* That means the objectives concern future actions and results. The time horizon for these objectives should be between 4 to 8 years after you retire. For ex: In the 16th year, brand awareness of Allright should increase from 48.1 % to 70 %. This statement indicates that after your 10th decision Allright had a brand awareness of 48.1 % and in 6th year of the new management’s tenure, the brand awareness of Allright should be 70 %. A few important guidelines concerning marketing objectives:

1. Objectives should be specific and clear.
2. You must communicate specifically what the goal is (don’t just say increase sales) and during what time period to achieve those goals.
3. Goals must be obtainable.

For instance:

“Increase brand awareness” is **NOT** an acceptable objective.

“Increase brand awareness for Alright from 60% to 80% within 2 years” is acceptable.

- List your objectives in bullet form. You should have 7 – 10 objectives.
- Please note that objectives such as “Increase stock price,” Increase net income,” etc. are NOT marketing objectives.

IV. Marketing Activities

This is a **forward looking** section. This means activities included in this section should be concerned with the future.

Your marketing activities are the usage of the marketing mix that you will use to reach your stated marketing objectives in section II. Therefore, each marketing activity should begin with: “In order to achieve marketing objective number x, we recommend the following activities...” Your marketing *objectives* should include items dealing with sales, brand awareness, customer satisfaction, etc. Your marketing *activities* will include the usage of your tools (the marketing mix) to achieve those goals. Be specific in this section and explain how these activities will enable the new team replacing you to reach these goals. *Organize your recommendations for each objective under a bullet.*

V. Lessons Learned

This is a **backward looking** section. What means you should list events that went wrong in previous periods. This is the last section of your report and should be written in paragraph form. Address each element of the marketing mix (product, price, promotion, place) and tell me what you learned throughout the simulation. What worked and what did not. A great way to approach this is to graph your stock price and notice when it dips noticeably or rises suddenly. Look over your decisions for that period and see why this occurred.

- Please include some graphs in the paper, but make sure to label them and refer to them in the text.
- This is a formal paper. Therefore, you should NOT use contractions such as don't, it's. etc. Instead, you should use “do not,” “it is.” Also, each period should be referred to as “year.” Pretend that you are writing a report for a real company. Make sure to proofread your paper.

Paper:

- Length: 5-10 pages (including graphs), double spaced
- Marketing oriented **NOT** PharmaSim oriented
- The final paper **MUST** be carefully proofread. If I find more than 5 typos or grammatical mistakes, I will not accept it.
- **ALL** team members **MUST** equally contribute to the final paper
- Include graphs/charts in the paper, but make sure to label them and refer to them in the paper

FINAL PRESENTATION

- Presentations should be 15 minutes long
- All team members must be present for grade; no show, no grade.

Please include the following information on your slides:

- Stock price chart reporting all 10 periods
- Share of retail sales for all 10 periods
- Manufacturer sales for all 10 periods

- Products
 - How many
 - Which products
 - When were they introduced

- Reformulation
 - What did you reformulate
 - When

- Lessons Learned
 - This section should not be a play-by-play of everything you did over the term. It should have a broad view of the marketing materials you learned while operating in the PharmaSim environment.