

**ECN329: Marketing (3 credits)**

Instructor: Hiromi MAENAKA, PhD

Spring semester 2010

Meeting times: M/W 9:00~10:15

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Office hours: Mondays and Wednesdays, 10:30-12:00 or by appointment.

**Course Description:**

Marketing is one of the various management processes employed by companies to create value for customers. The skillful marketer is able to identify or create customer needs, and then work with the various other functions within or outside the company to design and deploy capabilities to satisfy those needs better than competitors can. The major themes of this course are: marketing environment, market research, consumer and business buyer behavior, market segmentation, target marketing, product development, pricing issues, channel strategy, promotional strategies, international marketing, and related topics. We will use cases to help make the process of identification, analysis, and discussion of factors and issues affecting current marketing strategies and practices more 'real world.'

**Course Objectives:**

After successful completion of the course, students will be able to:

- Define marketing, marketing management, and core concepts and orientations
- Describe the marketing process and the forces that influence it
- Describe the environmental forces that affect a company's ability to serve its customers
- Explain how changes and trends affect marketing decisions
- Explain the marketing information system and how companies analyze and utilize the information
- Discuss the major factors that influence consumer, business, institutional and government buyers' decisions
- Define segmentation, targeting, and positioning
- Discuss the positioning strategy for maximum competitive advantage and decisions regarding their products and services, product lines, product mixes, and branding
- Explain how to develop new product and services and manage their product life cycles
- Identify and discuss factors that affect pricing decisions and strategies
- Understand the role of marketing logistics and supply chain management
- Explain the tools of the marketing communications mix including advertising, sales promotion, public relations, sales promotion, direct marketing and the personal selling
- Understand and describe competitive marketing strategies
- Discuss economic, political-legal, and cultural environment for international marketing
- Discuss the role of ethics in marketing and the socially responsible marketing

**Policies:** Students are expected to participate in all class sessions. All assignments must be completed to receive a passing grade. Acts of plagiarism or other forms academic dishonesty will be dealt with harshly.

**Class Materials**

Textbook: TBA

Additional readings will be assigned.

**Grading Methods**

Exam 1: 15%

Exam 2: 15%

Exam 3: 15%

Group Project: 30%

Participation: 25%

**Class Schedule:**

<i>Week</i>	<i>Topic</i>
1	Orientation/Introduction to the Course
2	Defining Marketing and the Marketing Process Company and Marketing Strategy
3	Analyzing the Marketing Environment Managing Marketing Information
4	Consumer Markets and Consumer Buyer Behavior Business Markets and Business Buyer Behavior
5	<b>Exam 1</b> Segmentation, Targeting, and Positioning
6	Product, Service, and Branding Strategy
7	New-Product Development and PLC Strategy
8	Pricing & Pricing strategy
9	Marketing Channels: Retailing and Wholesaling
10	<b>Exam 2</b> Promotional strategy: Integrated Marketing Communication
11	Advertising and Public Relations Personal Selling and Sales Promotion
12	Direct and Online Marketing The Global Marketplace: Creating Competitive Advantage
13	Social Responsibilities and Ethics
14	Group presentation
15	Group presentation <b>Exam 3</b>