

**ECN329: Marketing (3 credit hours)\***

**MKT310: Marketing Principles**

Instructor: Hiromi MAENAKA, PhD

Spring semester 2009

Meeting times: 12:30-13:45

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Office hours: Tuesdays and Thursdays, 16:00-17:30 or by appointment.

\*Japanese students who matriculated prior to April 2008 will do an additional one-credit project to earn 4 credits for this course.

**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
- Discuss the factors of e-commerce, the challenges and the potential benefits
- 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 companies 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, role of retailers and wholesalers

- 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

**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

P. Kotler & G. Armstrong, *Principles of Marketing*, 12th Edition (Pearson International, 2008)

Additional readings will be assigned.

### **Grading Methods**

Exam 1: 15%

Exam 2: 15%

Exam 3: 15%

Group Project: 30%

Participation: 25%

**Exams:** Objective questions. Not cumulative. Make up exams will not be given. You may be allowed to take an exam early if you know in advance that you will not be able to take an exam as scheduled.

**Group Project:** The objective is to develop marketing strategies for a product(s) and/or service(s) of a company. *The project* should include market environment, segmentation, targeting and positioning, the marketing mix, financial evaluation, and other factors appropriate. The marketing mix must be explained and evaluated in detail. You are asked to prepare Power Point slides, to present your work in class, and to respond to questions and critiques by classmates. Your presentation will be evaluated by the instructor and all the students except the group members. A written report of 10-12 pages should be turned in when the presentation is made. Further explanation and instruction will be provided in class.

**General guidelines for writing a report:**

- Typed, double spaced, consistent use of headings, and citations.
- Avoid plagiarism (taking parts of someone's work and presenting it as your own) but give credit for the author by including a proper citation in your writing.

- Be clear about what you think and present.

Grading criteria:

- Clarity and focus of the topic.
- Integration and demonstration of what you learn from the course.
- Quality and quantity of references.
- Adequacy and strength of analysis, discussion, and conclusion.
- Organization, format and writing style (APA).

**Participation:**

Your participation is evaluated based both on your attendance and contribution to the class activities and discussions including short presentations of assignments. Your contribution will be assessed based on the quality and the frequency of your input.

**Class Schedule:**

<u>Week</u>	<u>Topic</u>	<u>Assigned Reading</u>
1	Orientation/Introduction to the Course	
2	Defining Marketing and the Marketing Process The Marketing Environment	Ch.1 & 2 Ch. 3
3	Managing Marketing Information Consumer Markets and Consumer Buyer Behavior	Ch. 4 Ch. 5
4	Business Markets and Business Buyer Behavior	Ch. 6
5	<b>Exam 1</b> Customer-Driven Marketing Strategy Segmentation, Targeting, and Positioning	Ch. 7
6	Product, Service, and Branding Strategy	Ch. 8
7	New-Product Development and PLC Strategy	Ch. 9
8	Pricing Products: Customer Value Pricing strategy	Ch. 10 Ch. 11
9	Marketing Channels and Supply Chain MGT Retailing and Wholesaling	Ch. 12 Ch. 13

10	<b>Exam 2</b> Communicating Customer Value: IMC Strategy	Ch. 14
11	Advertising and Public Relations	Ch. 15
	Personal Selling and Sales Promotion	Ch. 16
12	Direct and Online Marketing	Ch. 17
	Creating Competitive Advantage	Ch. 18
13	Group presentation	
14	Group presentation	
	The Global Marketplace	Ch. 19
15	Marketing Ethics and Social Responsibility	Ch. 20
	<b>Exam 3</b>	

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The class schedule may be altered depending on the need of students. Any change will be notified in advance.