

**Framingham State University**  
**Syllabus**  
**MRKT 181 Principles of Marketing**

**General Information:**

Session: Summer 2018(July 2nd,2018-August 3rd,2018)

Credit: 4

Teaching Hours: 50 Hours

Time: 2 hours/day, Mon.-Fri.

Professor Name: DEBORAH A. CASEY

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Course Description: An examination of marketing functions, the activities of producers, wholesalers, retailers and other middlemen, the channels of distribution, integration of the marketing functions, price policies and government regulation. Special emphasis is given to marketing management.

Course Objectives:

Upon successful completion of the course students will develop skills to:

- Discuss the fundamental principles of marketing.
- Analyze marketing environments of products and services
- Assess market opportunities
- Develop a strategic marketing plan

Texts: Kerin, Roger A. and Hartley, Steven W. *Marketing: The Core*. 6<sup>th</sup> edition. McGraw-Hill Education Publishers.2016.  
Details of an online book and quiz access will be provided prior to the beginning of the class.

Recommended: The New York Times <http://www.nytimes.com/>  
Adage <http://www.adage.com>  
The Economist Magazine <http://www.economist.com/>

Student Resources: Blackboard at <http://Framingham.blackboard.com>

Class Format: Class discussion, exams, readings, projects & presentations.

Attendance Policy: Students are expected to attend all classes. There are NO excused absences. See: <https://www.framingham.edu/student-life/student-affairs/policies-and-procedures/absence-policy/index>.  
No late assignments will be accepted  
JNC rule is that a student will be withdrawn from the class if they miss more than 3 classes.

Academic Honesty: As an institution of higher education, Framingham State College expects all members of its community—students, faculty, and staff – to conform to acceptable standards of academic integrity and to exhibit honesty and competency in their academic work.

Cheating and Plagiarism (as defined in the school catalog) are not tolerated. Students found violating these rules will be withdrawn from the course. See: <https://www.framingham.edu/student-life/student-affairs/policies-and-procedures/academic-honesty-policy/index>

Laptop use: Students will only use their laptops during class for work related to this course. Students violating this rule will be asked not to bring their laptop to class.

Cell phone: Cell phone use is not permitted in class.

Academic Accommodation: Please see me if you are having any trouble in this class. We want you to succeed! See: [https://www.framingham.edu/Assets/uploads/academics/center-for-academic-success-and-advising/\\_documents/disability-services/Overview%20of%20Academic%20Accommodations.pdf](https://www.framingham.edu/Assets/uploads/academics/center-for-academic-success-and-advising/_documents/disability-services/Overview%20of%20Academic%20Accommodations.pdf)

### **Grading System:**

Recorded Grade Equivalent Quality Points Suggested Numerical Value

A	4.0	100-95
A-	3.7	94-90
B+	3.3	89-87
B	3.0	86-83
B-	2.7	82-80
C+	2.3	79-77
C	2.0	76-73

C-	1.7	72-70
D+	1.3	69-67
D	1.0	66-63
D-	0.7	62-60
F	0.0	59- 0

**Business/Statistics Websites**

<http://www.wto.org>

<http://www.fortuneeducation.com>

<http://www.census.gov/>

<http://www.marketingresearch.org>

<http://www.marketingpower.com/Pages/default.aspx>

<http://adage.com/americandemographics/>

<http://www.gallup.com/Home.aspx>

<http://www.marketstats.com/>

<http://www.marketingsurvivalkit.com/>

<http://www.joc.com/>

<http://www.hoovers.com/free/>

<http://www.forrester.com/rb/research>

<http://www.lib.umich.edu/govdocs/stats.htm>

<http://www.stat-usa.gov/>

<http://trade.gov/index.asp>

Grading Criteria:

I. EXAMS: \_\_\_\_\_ [80%]

Exam #1(mid-term):40%

Exam #2(final): 40%

The exams will be multiple choice and a few short answers.

II. BUILDING MYCAREER.: \_\_\_\_\_ [10%]

Page 1: Prepare a current one-page resume

Page 2: Identify ONE specific dream job that is currently being advertised and list the experiences you need to have to be qualified for that position. Then list what you need to do to get that job offer.

Page 3. Write an “elevator speech.”

Your elevator speech should be brief. Restrict the speech to 30 to 60 seconds — that's the time it takes to ride an elevator, hence the name.

Even though it's a short pitch, your elevator speech should be persuasive enough to spark the listener's interest in your idea, organization, or background.

Your elevator pitch should explain who you are and what qualifications and skills you have. Try to focus on assets that add value in many situations. The best way to get comfortable with an elevator speech is to practice it until the speed, and “pitch” come naturally, without sounding robotic. You will become comfortable varying the conversation as you practice with it.

You aren't interviewing for a specific position, so you want to appear open-minded and flexible. It's your chance to make a great first impression with a potential employer.

If you have a business card, offer it at the end of the conversation as a way to continue the dialog. A copy of your resume, if you're at a job fair or professional networking event, will also show your enthusiasm and preparedness.

### **Examples of Elevator Speeches**

Use these examples as guidelines in crafting your own elevator pitch, and make sure your speech includes details on your background, as well as what you'd provide an employer.

- I recently graduated from college with a degree in communications. I worked on the college newspaper as a reporter, and eventually, as the editor of the arts section. I'm looking for a job that will put my skills as a journalist to work.
- I have a decade's worth of experience in accounting, working primarily with small and midsize firms. If your company is ever in need of an extra set of hands, I'd be thrilled to consult.
- My name is Bob, and after years of working at other dentists' offices, I'm taking the plunge and opening my own office. If you know anyone who's looking for a new dentist, I hope you'll send them my way!
- I create illustrations for websites and brands. My passion is coming up with creative ways to express a message, and drawing illustrations that keep people clicking and sharing on social media.
- I'm a lawyer with the government, based out of D.C. I grew up in Ohio, though, and I'm looking to relocate closer to my roots, and join a family-friendly firm. I specialize in labor law, and worked for ABC firm before joining the government.
- My name is Sarah, and I run a trucking company. It's a family-owned business, and we think the personal touch makes a big

difference to our customers. Not only do we guarantee on-time delivery, but it's me and my father answering the phones, and not an automated system.

You will present yourself to your classmates. Orally discuss your skills and goals and practice your elevator speech in class. It is preferred that you dress professionally for this presentation.

### III. PRODUCT INNOVATION PROJECT [10%]

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This assignment requires that you create a new (you may modify an existing product as long as it doesn't violate copyright laws) product/service that you could potentially produce and sell for a profit. You must submit the following and be sure to use the following topic headings in your paper (note: the paper should be double space and at least 5 pages long – 3 pages of text, one page for advertisement and one-page profit and loss statement).

1. The Product: Describe the product/service and all its features. What does it look like? what does it do? how does it work? and what need does it satisfy? Please provide a picture or diagram of your product. If you create a service, please create a menu or brochure to describe your service.
2. The Target Market: Describe your target market. Provide evidence as to why you think that this target market/s will buy your product.
3. The Advertisement: Create a print advertisement for your product. You must create a brand name and a product name. Describe the product in the advertisement. Be sure to give your product personality. Mention where the product can be purchased and how much it costs. Design this advertisement to appear in a magazine.
4. The Profit and Loss Statement: Create a 3-year Profit and Loss Statement. The profit & loss (P&L) statement is one of the three primary financial statements used to assess a company's performance and financial position (the two others being the balance sheet and the cash flow statement). The profit & loss statement summarizes the revenues and expenses generated by the company over the entire reporting period. The profit & loss statement is also known as the income statement, statement of earnings, statement of operations, or statement of income. The basic equation on which a profit & loss statement is based is  $\text{Revenues} - \text{Expenses} = \text{Profit}$ . You must provide reasonable estimates for this statement. I understand that they will not be exact numbers. See example of Profit and Loss Statement on next page.
5. Summary: Is your product innovation a good investment. Why or why not? If it is not a good investment, what would you have to change for it to be a good investment?

Total: [100%]

## Profit & Loss Statement (EXAMPLE)

	for the period 1 January 2017 to 31 December 2017	For the period 2 January 2018 to 31 December 2018	For the period 3 January 2019 to 31 December 2019
<b>Income (for example)</b>			
Sales	\$120,200.00		
Services	\$55,000.00		
Other Income	\$2,520.00		
<b>Total Income</b>		\$177,720.00	
<b>Expenses (for example)</b>			
Advertising	\$7,500.00		
Assets - Small	\$100.00		
Office Supplies	\$962.11		
Postage & Printing	\$725.00		
Rent	\$15,610.00		
Repairs & Maintenance	\$1,082.00		
Telephone	\$2,165.00		
Training / Seminars	\$2,200.00		
Wages	\$65,000.00		
<b>Total Expenses</b>		\$117,562.57	
<b>Profit / (Loss)</b>		\$60,157.43	

<b><u>WEEK</u></b>	<b><u>DATE</u></b>	<b><u>REQUIRED READING FOR THE WEEK</u></b>	<b><u>ASSIGNMENT</u></b>	<b><u>Assignment Due Date</u></b>
1	July 2-6	INTRODUCTIONS & SYLLABUS Ch 1: Creating Customer Relationships and Value through Marketing Ch. 2: Developing Successful Organizational Marketing Strategies	Ch. 1 Quiz Ch. 2 Quiz	July 6
2	July 9-13	Ch 3: Understanding the Marketing Environment, Ethical Behavior and Social Responsibility	Ch. 3 Quiz  BUILDING MY CAREER PROJECT	July 13
3	July 16-20	Ch 4: Understanding Consumer Behavior  Ch 6: Understanding and Reaching Global Consumer and Markets	Ch. 4 Quiz Ch. 6 Quiz  EXAM #1 (Chapters 1, 2, 3, 4, 6)	July 20
4	July 23-27	Ch 7: Marketing Research: From Customer Insights to Actions  Ch 9: Developing New Products and Services	Ch. 7 Quiz Ch. 9 Quiz	July 27
5	July 30-August 3	Ch 8: Market Segmentation, Targeting and Positioning  Ch 11: Pricing Products and Services	Ch. 8 Quiz Ch. 11 Quiz  PRODUCT INNOVATION PROJECT	August 1

		Ch 15: Advertising, Sales Promotion and Public Relations	Ch. 15 Quiz EXAM #2 (Chapters 7, 8, 9, 11, 15)	August 2
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