

FRAMINGHAM STATE UNIVERSITY  
COLLEGE OF BUSINESS  
DEPARTMENT OF MARKETING  
**MRKT 181 Principles of Marketing**  
**May 28-June 29, 2018**  
**Shanghai, China**

**General Information:**

Session: Summer 2018(May 28th,2018-June 29th ,2018)

Credits: 4

Teaching Hours: 50 Hours

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

Instructor: Dr. Sandra Rahman

Title: Professor of Marketing

Home Institution: Framingham State University

Email Address: srahman@framingham.edu

Prerequisites: None

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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>  
  
Shin Freedman. Business Librarian, email: [sfreedman@framingham.edu](mailto:sfreedman@framingham.edu)  
  
Sandra Rothenberg, Reference Librarian, email: [srothenberg@framingham.edu](mailto:srothenberg@framingham.edu)
- 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JNC rule is that a student will be withdrawn from the class if they miss more than 3 classes.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/american demographics/>  
<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.html>  
<http://www.stat-usa.gov/>  
<http://trade.gov/index.asp>

Grading Criteria:

I. **(Individual) EXAMS** [50%]

Exam #1(mid-term): 25%

Exam #2 (final): 25%

The exams will be multiple choice & short answers.

II. **(Group) ORAL CASE PRESENTATION:** [15%]

As a group, you will analyze a case and orally present it in class. Group size will be determined by the professor. You will be able to choose who you wish to work with. This is an oral presentation only. You must make a power point presentation.

FORMAT OF THE CASE PRESENTATION:

Brief background

Answer the questions

Conclusion from the case

Lessons learned from analyzing this case.

III. **(Group) PRODUCT INNOVATION PROJECT** [15%]

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: (1) Please provide a picture or diagram of your product. If you create a service, please create a menu or brochure to describe your service and (2) Answer the following questions:

Marketing Program and point of difference	Your Marketing Actions
What is it? (Product) Specify features, benefits, form, size, etc. and explain why you made these choices	

How much will consumers pay for it? (Price) Specify cost and explain why you chose this price.	
How will consumers find out about it? (Promotion) Specify methods to inform and generate trial and why you made these decisions	
Where will consumers buy it? (Place) Specify types of retailers and why you chose this strategy?	
How is it different from others? (Points of Difference) Specify why it is superior to competitors' offerings	

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 Revenues – Expenses = 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?

III. (Individual) CLASS PARTICIPATION: \_\_\_\_\_ [20%]

You are required to attend and participate in all of the classes. It is expected that you read the chapters, come to class prepared, ask and answer questions and participate in class activities. You are also required to contribute 2 current events this semester.

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		
Total Income	\$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		
Total Expenses	\$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 &amp; DUE DATE</u></b>
1	May 28 to June 1	Ch. 1: Creating Customer Relationships and Value through Marketing Ch. 2: Developing Successful Organizational Marketing Strategies	Introduction Current Events (2 for the course) Read Chapters Case as assigned Class Activity
2	June 4 to June 8	Ch. 3: Understanding the Marketing Environment, Ethical Behavior and Social Responsibility	Current Events (2 for the course) Read Chapters Case as assigned Class Activity
3	June 11 to June 15	Ch. 4: Understanding Consumer Behavior  Ch. 6: Understanding and Reaching Global Consumer and Markets	Current Events (2 for the course) Read Chapters Case as assigned  T June 12 EXAM #1 (Chapters 1, 2, 3, 4, 6)
4	June 18 to June 22	Ch.7: Marketing Research: From Customer Insights to Actions Ch. 8: Market Segmentation, Targeting and Positioning Ch. 9: Developing New Products and Services	Current Events (2 for the course) Read Chapters R June 21 Product Innovation Project written & Oral due
5	June 25 to June 29	Ch. 11: Pricing Products and Services Ch. 15: Advertising, Sales Promotion and Public Relations	Current Events (2 for the course) Read Chapters T June 26 EXAM #2 (Chapters 7, 8, 9, 11,15) W Innovation Project Presentations R Innovation Project Presentations F June 29 Final Innovation Project is due