**BA 317: Marketing – Value for the Customer**

Fall 2012

**Instructor**: Elizabeth (Stickel) Minton

**Email**: stickel@uoregon.edu **(preferred contact)**

**Office**: 292A Ansett (office hours 291A)

**Office Hours**: Mondays & Wednesdays 2:30-3:30, or by appointment

**Phone**: 541-346-9090 (only voicemail)

**Class Website**: https://blackboard.uoregon.edu

**Class Meetings**: M/W 4-5:50pm; LIL 132

**Course Description:**

This course provides an introduction to the field of marketing. Topics covered will include market analysis, target customer identification, and development of marketing-mix strategies to deliver superior customer value and contribute to the performance of the organization.

**Course Objectives:**

1. Gain a working knowledge of marketing terms and concepts.
2. Understand the role of marketing in the context of the company and society.
3. Develop a managerial viewpoint in marketing decision making.
4. Develop analytical and communication skills.

**Required Text:**

* Principles of Marketing (3rd UO customed.)by Kotler and Armstrong. ISBN# 978-1-256-14463-2.
* Articles and other materials posted on Blackboard or handed out during class

**Helpful Links:**

* Blackboard course site: https://blackboard.uoregon.edu *(NOTE:* ***Check ASAP*** *as this is where notices are posted and assignments are due)*

**Course Format:**

This class will consist of interactive lectures and class discussions, videos, and individual and group exercises. You are responsible for reading the required material *before* class in order to contribute to the class discussion. In addition, you will complete outside assignments, which apply what you learn in class to more “real world” marketing situations.

**Grade Breakdown:**

Participation 10% *(of which 2% is the market research requirement)*

Assignments 15%

Group Project 25%

Exams (2 @ 25% each) 50%

Total 100%

**Grade Scale:**

Grades will be assigned using the standard grading scale below.

A 93% and above B – 80% to 82% D+ 67% to 69%

A – 90% to 92% C+ 77% to 79% D 63% to 66%

B + 87% to 89% C 73% to 76% D- 60% to 62%

B 83% to 86% C - 70% to 72% F Below 60%

**Participation:**

You are expected to come to class prepared and contribute to the discussions. Participation also includes in-class exercises, occasional out of class activities, and required participation in the marketing research subject pool. I have the right to “bump up” final grades of active participants.

**Market Research Requirement:**

A requirement of BA 317 is participation in two (2) one-hour research studies OR the completion of two (2) alternative written assignments. This is worth 2% of your final grade. See Blackboard for more details.

**Assignments:**

You will complete three homework assignments over the course of the term: (1) an in-class example presentation, (2) a marketing case analysis, and (3) a sales analysis. More details are provided on Blackboard.

**Group Project:**

You will work in groups of five, which I will assign, to develop and present a marketing plan for a new product. Groups will be required to meet with me throughout the term on group meeting days (see schedule). More details are provided on Blackboard and will be discussed in class.

**Exams:**

There are two in-class, non-cumulative exams (midterm and final). The exams will have 50 multiple choice questions. I write most of my own exam questions. All material covered in the text, other reading assignments, and in-class discussions are fair game. There will be NO make-up exam without prior arrangement with me.

**Class Policies:**

Do not text during class. Use computers responsibly. It is obvious when you are not actively participating in class. Treat this class as your job; act as you would want an employer to see you.

**Schedule** (subject to change)**:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Day** | **Date** | **Topic** | **Reading** | **Assignment Due** |
| Week 1 | Monday | 9/24 | Introduction |  |  |
| Wednesday | 9/26 | Marketing Overview | Ch. 1 | Introduce yourself survey & selection of presentation date for Assignment #1 due on Blackboard by 8pm |
| Week 2 | Monday | 10/1 | Marketing Environment | Ch. 3 |  |
| Wednesday | 10/3 | Marketing Research | Ch. 4 | Sign up for market research requirement times |
| Week 3 | Monday | 10/8 | Consumer Behavior | Ch. 5 | Assignment #2  (Marketing Case Study) Due |
| Wednesday | 10/10 | NO CLASS – group meetings with me from  4-7pm |  |  |
| Week 4 | Monday | 10/15 | Segmentation | Ch. 7 |  |
| Wednesday | 10/17 | Product | Ch.  8 & 9 |  |
| Week 5 | Monday | 10/22 | Product |  |  |
| Wednesday | 10/24 | **Midterm Exam**  (ch. 1, 3-5, 7-9) |  |  |
| Week 6 | Monday | 10/29 | Price | Ch.  10 & 11 |  |
| Wednesday | 10/31 | Price |  |  |
| Week 7 | Monday | 11/5 | Place | Ch. 12 | Assignment #3  (Sales Analysis) Due |
| Wednesday | 11/7 | NO CLASS – group meetings with me from  4-7pm |  |  |
| Week 8 | Monday | 11/12 | Promotion | Ch.  14 & 15 |  |
| Wednesday | 11/14 | Promotion |  |  |
| Week 9 | Monday | 11/19 | Strategy | Ch.  2 & 18 |  |
| Wednesday | 11/21 | NO CLASS– enjoy time to travel to family |  |  |
| Week 10 | Monday | 11/26 | Group presentations |  |  |
| Wednesday | 11/28 | Group presentations |  | Group Project Due on Blackboard by 8pm |
|  | **Thursday** | 12/6 @ 3:15pm | **Final Exam**  (ch. 2, 10-12, 14, 15, 18) |  |  |

NOTE: Readings and assignments are due before class on the day they appear on the schedule, unless otherwise noted.

**Accommodations:**

*Disabilities*.The University of Oregon is working to create inclusive learning environments. Please notify me if any part of the instruction or design of this course results in disability-related barriers to your participation or learning at the beginning of the course. You may also contact Disability Services at 164 Oregon Hall at 346-1155 or disabsrv@uoregon.edu.

*Students for whom English is a Second Language.* If you are a non-native English speaker and think you may have trouble in this course due of language difficulties, please see me as soon as possible to make special arrangements.