

MKTG 3310: Principles of Marketing: MWF 2:00-2:50 Lowder 015

Instructor: Dr. Michael S. Kincaid

Office Hours: MWF 11:00-12:00, 3:00-5:00 MWF and by appointment.

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Required Text:

Course Objective: This is a basic course in marketing for business majors. The primary objective of this course is to provide you with an understanding of basic marketing concepts and an opportunity to apply this knowledge to everyday marketing issues.

Grade Determination:

There will be one semester exam, a midterm exam, a marketing project and a final exam. The semester and midterm exams, and the marketing project will comprise 60% of the final grade (20% each) and the final exam will comprise 40% of the final grade. **To take the exams, students must have #2 pencils, Auburn University blue scan forms, and Auburn University Identification Cards.**

Attendance: Since this is a large section, taking attendance at each class would be unwieldy and time consuming. Notwithstanding, students who reliably attend class, should have their attendance recognized. To wit, there will be 15 unannounced attendance checks during the semester. Students present on all 15 days, will receive 3 percentage points; for 10 days, 2 percentage points; and for 5 days, 1 percentage point. This will constitute the only opportunity to earn "extra credit" points.

Grading:

A=90-100; B=80-89; C=70-79; D=60-69; F=59 and below. If a student misses an exam (1) They must provide a written excuse within 48 hours of the exam date and (2) the excuse must be valid per Tiger Cub policy. If conditions 1 and 2 are not met, the student will receive a ZERO on the exam. **Students must bring #2 pencils with erasers, Auburn University blue scan forms, and Auburn University Identification Card to each class.**

Grade Appeals: If I make a math error grading your assignment and it lowers your grade, show me the error and your grade will be corrected immediately. If the error is in your favor, consider it a gift from "Lady Luck".

If you disagree with the way a particular question was worded or graded, please give me your appeal, in writing, within one week of the exam.

Academic Honesty: Anyone caught cheating will be prosecuted to the full extent possible as discussed in the Tiger Cub.

Calendar: A calendar for the Spring Semester including class assignments, exams, etc. will be distributed on 1/15/2014. Any changes in weekly reading assignments, and lists of key terms and concepts will be distributed through campus email and/or Canvas.

Project: A Marketing Situation Analysis Report

Background (10 points)

- *Brief introduction and history of your brand and its parent company*
- *5 year trend of sales **and** profits for the industry, **and** your brand, by year*
(tips: present data in tables; use IBIS World for industry data and 10-Ks for corporate data—broken down to your brand)
- *Macro environmental factors impacting your brand and its industry*
- *Market share for the brand and 2-3 key competitors for the most recent year*

Product (10 points)

- *Product life cycle stage for the brand (based on the historical industry data above)*
- *Type of product*
- *Product strategy used*

Price (10 points)

- *Price range of your brand*
- *Competitive pricing for 2-3 key competitors* (tips: use common units, such as price per ounce; present in a table)
- *Marketplace environment*
- *Pricing objective*
- *Pricing strategy*

Place (10 points)

- *Number of locations* (including headquarters, manufacturing sites, sales outlets, etc.; tip: use U.S. Economic Census)
- *Channel structure diagram*
- *Channel captain*
- *Type of power used*
- *Distribution strategy*

Promotion (10 points)

- *Positioning statement*
- *Positioning map including plots for your brand and 2-3 competitors*
- *Promotion objective*

- *Promotion strategy*
- *Promotion tools used*

What would you do differently? (10 points)

- *Present a discussion of how you would alter the situation described above to improve the Marketing effectiveness of the brand.*
- *Organize your thoughts according to the four elements of the Marketing Mix.*

(Points may be deducted for poor grammar, punctuation, spelling or lack of attribution of all sources)