

## Principles of Marketing (MKTG301B&I) Course Syllabus

**Instructor:** Mike Giambattista

Email: [giambatt@u.washington.edu](mailto:giambatt@u.washington.edu), [giambatt@attbi.com](mailto:giambatt@attbi.com)

Phone: (206) 543-4790 or (425) 881-7299 prior to 10pm

Office hours: Balmer Cafe: TTH 12:30-1:15 walk in, otherwise by appointment

Textbook: Berkowitz, et al, *Marketing*, 7th Edition

Web page: <http://faculty.washington.edu/giambatt/mktg301/>

### Course Overview

The goal is to introduce marketing as an organization's primary purpose. Students will learn fundamental marketing concepts and their practical applications. Knowledge gained will be used to analyze and understand marketing as an integrated system. Students also will learn and demonstrate ability to effectively communicate their thinking. The course will require students to "think on their feet" and cope in often seemingly unstructured environment. Individual effort will determine approximately 2/3 of the student's grade with the balance achieved through group work.

If you would like to request academic accommodations due to a disability, please contact the Disability Services Office, 4045 Brooklyn Avenue NE, #230, (206) 543-6450 or (206) 685-7208 (V), (206) 543-6452 (TTY). If you have a letter from the Disability Services Office indicating you have a disability that requires academic accommodations, please present the letter to me so we can discuss the accommodations you might need for the class.

### Class Participation (20%)

Marketing is a blend of "art" and "science" requiring broad conceptual and innovative thinking leading to detailed problem solving often requiring integration of each and every discipline available to a manager. Ability to orally express clearly and effectively one's feelings and thoughts is a most critical skill. Class participation takes several forms.

At the outset of most class sessions students will have the opportunity to introduce a relevant topic, questions related to current or preceding discussions, and topics of business or general interest.

The textbook presents a wealth of academic theories and practical examples. However, students must read and be prepared to discuss the assigned materials in each class session to derive the maximum benefit from this introductory course. Short "pop quizzes" based on the assigned materials may also be given periodically.

The instructor also will present materials of which students should be prepared seek elaboration or clarification.

The quality as opposed to quantity of participation will produce better results for the student. Never-the-less students are encouraged to participate regularly. Approximately 10% of the participation points are reserved for the instructor's discretion to assess quality vs. quantity of participation.

## **Case Presentations (5%)**

Each textbook chapter contains a case relevant to the issues examined. The student must go beyond simple definitions and memorization to evaluate how the underlying concepts relate to business practice and their use in decision-making.

Students will be assigned to teams of 3-4 to make a 10-15 minute presentation of a case to the class. The objective of the presentation is to frame the impending case discussion by highlighting the relevant case background, analysis of the key issues and presenting possible courses of action. Group members will be jointly responsible for the presentation and each member must have podium time.

After the group presentation, the class will then discuss the case based on their individual analyses and the group's presentation. The combination of analysis and ability to convince one's peers is critical to successful discussion.

## **Research Subject Pool (5%)**

The MIB Department requires each student to participate in two 50-minute sessions as a research subject. The detailed requirements are attached at the end of this document. Students unable to attend either of the two sessions are required to submit a review of an article in a marketing journal in order to receive credit for each session missed.

## **Group Marketing Project - Impact of Information Technology (30%).**

Each Section will study an industry and companies within the industry and how they are using IT (eCommerce & EDI) to compete.

Teams will investigate companies and how they compete in their "home" and at least two other major markets: US, Japan and a major European country: (UK, France or Germany).

Teams will consist of no more than six no less than four members, while the section is limited to a total of ten teams based on a maximum class size of 50.

Teams will submit both a written report (25% term grade) and an electronic version in Word format. Students may elect to have their names removed from the electronic version, which will be archived and used by the University (not for profit). In addition the team will present its findings (5% of the term grade) to the class during one of the final two classes

Some possible candidate industries for study: alcoholic beverages (beer, wine, whiskey, etc.), automobiles, packaged consumer goods, records & entertainment videos, cell phones, soft drinks (possibly used in conjunction with alcoholic beverages in countries where alcohol is banned).

Each team will choose a company within the industry to study. To what extent is the organization using information technology to compete globally? How is the organization

using e-commerce? What is the target of the e-commerce? How effective is the organization in comparison the major competitors? A research outline is attached.

### **Written Analysis (25%)**

A total of six short (200-300 word, one page) papers will be submitted during the quarter:

1. Based on the student's own classification from a consumer motivation survey a paper will be submitted analyzing the survey.
2. One paper based on the student's personal experience will be submitted.
3. Students will conduct consumer interviews and submit an analysis of the buyer's decision and post purchase experiences.
4. A case relating to distribution issues from the textbook will be submitted.
5. Students will select and furnish an analysis a promotional piece.
6. The final paper will be a textbook case relating to pricing.

These items will be discussed in class prior to writing the papers.

There are no "right" or "wrong" answers, as many business decisions are made under uncertainty in often ambiguous situations. The student is in the role of a consultant to management to evaluate the particular situation presented in the case. Students will need to exercise judgment to determine what the key issue(s) are and how to structure the analysis. The analysis should then be followed by conclusions and recommendations to address the problems and opportunities that follow from the analysis. The papers will be graded on insight and utility to the decision maker in the case.

**Materials submitted after the due dates will incur a 10-point penalty.**

### **Exams (15%)**

Three exams of equal weight will be given. The exams are not cumulative; each covers its respective chapters. Exams will contain 50 multiple-choice questions. Exams are administered only on the dates scheduled, and graded in class.

### **Peer Evaluation.**

The two group elements of the course represent realistic management challenges. From time to time some students will find that participation by a project team member falls below that which has been agreed. The team members must resolve the issue. An evaluation form is available and may be submitted in a sealed envelope with the project by each team member.

## Grading

<u>Element</u>	<u>Points</u>	<u>% of Total Grade</u>
Class Participation	200	20%
Case Presentation	50	5%
Research Subject Pool	50	5%
Group Marketing Project	300	30%
Written Analysis	250	25%
Exams	<u>150</u>	<u>15%</u>
Total	1,000	100%

## Grading Scale:

95% and above	4.0
94%	3.9
93%	3.8
92	3.7
91	3.6
90	3.5
89	3.4
88	3.3
87	3.2
86	3.1
85	3.0
84	2.9
83	2.8
82	2.7
81	2.6
80	2.5
and so forth	