Course:  Principles of Marketing BUS 348.03  
Semester:  Spring 2014  
Instructor:  Robert E. Ettl  
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Tel. No.  (631) 632-1696  
Office Hours:  Harriman Hall Room 314B, Monday & Wednesday 12:00 – 2:00  
Meeting Time:  Tuesday & Thursday 10:00 – 11:20  
Location:  Harriman Hall, Room116  

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**COURSE DESCRIPTION:**  This course is intended to provide an understanding of marketing principles.  It covers discussions of the “4 P’s” of marketing:  Product, Promotion, Price and Place (distribution channels).  The course will focus on how “real world” trends will have a strong impact on marketing planning and decisions as we move into the 21st century.

The marketing concept is an important strategic plan in today’s extremely competitive marketplace since it enables a business organization to satisfy a customer’s needs through a coordinated set of activities that also allows the organization to achieve its goals. Profitability through customer satisfaction is the major objective of the marketing concept.

This course will be conducted by class lectures and assignments that will emphasize how the text relates to the real world of business.  Students will be required to demonstrate their understanding of the reading and class discussions with their own personal analysis of how this information relates to specific marketing issues that they select for the semester.

**CLASSROOM PHILOSOPHY:**  It is my intent to totally involve the students in the learning process and let them discover the impact of marketing business practices on the success and profitability of business operations.  Student participation in classroom discussions will be paramount in all my activities. Only by open and honest dialog and sharing of ideas can we learn to respect and appreciate each other’s views.

All content discussed in class will be applicable to real life business situations.
The lecture is the core upon which the course material is built. It will be used in class and all relevant material will be covered. It is my option how to edit the material to best meet the needs of the students and the course objectives. Other sources of information will be used to supplement the text (professional experience, trade journals, business consultant reports, other books, government publications etc.).

**TEXTS:** Essentials of Marketing, by Lamb, Hair, McDaniel, Southwest Publishing, Custom Edition

**STUDENT LEARNING OUTCOMES:**

**Business Knowledge:**

1. Define the marketing concept and the principles of developing a marketing plan.

2. Recognize target markets and select specific market segments, including “niche markets.”

3. Demonstrate a knowledge of the key elements that make an effective “marketing mix”. (Product, Placement, Promotions and Price)

4. Understand the importance of “Positioning” a product in the customer’s mind and awareness, and how it helps to build major brand names.

5. Understand consumer and industrial buying behavior and the influences on their buying decisions.

6. Define the components of a product and show how it changes in the product life cycle.

7. Understand the roles of the Internet, social media and technology as marketing tools.

8. Understand the significance of customer relationship marketing.

9. Recognize the increasing importance of direct marketing.

10. Understand the characteristics associated with marketing technology products.

**Global Perspective:**
1. Appreciate the importance of global marketing in the rapidly growing global marketplace of the 21st century.

Creative Thinking:

1. Determine the importance of marketing research in addressing marketing issues.

Innovative Business Practices:

1. Explore the future of marketing in the rapidly growing marketplace of the 21st century

2. Determine how major socio-economic trends will have a strong impact on developing new marketing strategies for the 21st century.

Ethical Reasoning:

1. Students will understand the significance of ethical decision making in all their domestic and international marketing decisions. Specific reference will be made to understanding how ethical behavior is viewed differently in different parts of the globe.

Communication Skills:

1. Students will be required to complete a professionally written marketing plan and there will be four written assignments during the semester addressing contemporary marketing, business and ethical decision making.

CLASSROOM METHODOLOGY:

In order to accomplish the objectives listed above, it is essential that each student prepare for class by reading, in advance, the material assigned for the session. During the class, the topic to be covered will be accomplished by lecture and class discussions.

GRADING POLICY:

Test # 1………………………………………………..25 %
Test # 2……………………………………25 %
Test # 3…………………………………30%
Marketing Plan…………………………….10%
Attendance…………………………………5%
Assignments……………………………….5%

**INCOMPLETES:**

Incompletes are given only if justified by cogent reasons such as illness or emergency. A student who has failed to fulfill responsibilities in a course will not be given an incomplete just to provide additional time to make up the material.

All students will be responsible for submitting class assignments when they are due. **Late or incomplete assignments will not be accepted.** Assignments will be typed and evaluated on content, format and the proper use of spelling, punctuation and grammar.

Each student will be required to submit a brief marketing plan on 4/24. It will consist of 4 sections:

1. A situation analysis utilizing a SWOT
2. a target market description
3. a marketing mix (4Ps)
4. control and evaluation

**GRADE DISTRIBUTION IS AS follows:**

- A…..96-100
- A-….92-95
- B+…88-91
- B…..84-87
- B-….80-83
- C+…76-79
- C…..72-75
- C-….68-71
- D+…64-67
- D…..60-63
- F…..Below 60

The instructor is available for extra help throughout the semester. Please take advantage of this opportunity as early and frequently as necessary. **THERE WILL BE NO ASSIGNMENTS FOR EXTRA CREDIT.**
ATTENDANCE AND LATENESS:

Students are expected to attend class and be on time. Attendance will be taken in each class. You are allowed a maximum of three absences. Two late arrivals will equal one absence. **IT IS YOUR RESPONSIBILITY TO INSURE YOUR ATTENDANCE IS RECORDED PROPERLY IF YOU ARRIVE LATE FOR CLASS.**

ACADEMIC INTEGRITY:

Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at [http://www.stonybrook.edu/uaa/academicjudiciary/](http://www.stonybrook.edu/uaa/academicjudiciary/)

ACADEMIC DISHONESTY:

The College of Business regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the College of Business permit cheating of any kind. Many activities constitute academic dishonesty. The following list is not inclusive, only suggestive:

- Cheating on exams or assignments by the use of books, electronic devices, notes, or other aids when these are not permitted, or by copying from another student.
- Collusion: two or more students helping one another on an exam or assignment when it is not permitted.
- Ringers: taking an exam for someone else, or permitting someone else to take one’s exam. Submitting the same paper in more than one course without permission of the instructors.
- Plagiarizing: copying someone else's writing or paraphrasing it too closely, even if it constitutes only some of your written assignment.
- Submitting the same paper in more than one course without approval of the instructors.
- Falsifying documents or records related to credit, grades, status (e.g., adds and drops, P/NC grading), or other academic matters.
- Altering an exam or paper after it has been graded in order to request a grade change.
• Stealing, concealing, destroying, or inappropriately modifying classroom or other instructional material, such as posted exams, library materials, laboratory supplies, or computer programs.
• Preventing relevant material from being subjected to academic evaluation.

AMERICANS WITH DISABILITIES ACT:

If you have a physical, psychological, medical, or learning disability that may impact your course work, please contact Disability Support Services at (631) 632-6748. They will determine with you what accommodations are necessary and appropriate. All information and documentation is confidential. Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Disability Support Services. For procedures and information go to the following website: http://www.sunysb.edu/ehs/fire/disabilities.shtml

CRITICAL INCIDENT MANAGEMENT:

Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of University Community Standards any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and the School of Medicine are required to follow their school-specific procedures. Further information about most academic matters can be found in the Undergraduate Bulletin, the Undergraduate Class Schedule, and the Faculty-Employee Handbook.

BLACKBOARD:

You can access class information on-line at: http://blackboard.sunysb.edu. If you have used Stony Brook's Blackboard system previously, your login information (Username and Password) has not changed. If you have never used Stony Brook's Blackboard system, your initial password is your SOLAR ID# and your username is the same as your Stony Brook (sparky) username, which is generally your first initial and the first 7 letters of your last name.
If you are having trouble logging into Blackboard, you will need to log into SOLAR to verify your **Net ID username & set your Net ID Security Question and Password.** For more information, visit: [http://clientsupport.stonybrook.edu/](http://clientsupport.stonybrook.edu/)

If you are a student and continue to have a problem logging into Blackboard, you will need to bring photo ID to either the Melville Library SINC Site Room S1460 or the Union SINC Site Room 080 and speak to a Blackboard Administrator from Saturday - Friday from 9 am - 5 pm.

**SCHEDULE OF ACTIVITIES:**

1/28 ………..Introduction, syllabus review and marketing strategy

1/30 ………..Marketing ethics

2/4………..Ethics/social responsibility

2/6 ………. Globalization

2/11 ……….Globalization continued

2/13………..Marketing research

2/19………..Test # 1

2/20………..Marketing research continued

2/26………..Marketing research continued

2/27………..Market segmentation continued

3/4………..Market segmentation continued

3/6………..Market segmentation continued

3/11……….Consumer and industrial buying behavior
3/13........... test # 2

3/18 & 3/20...Spring Break

3/25..........Product/service

3/27. .........Product/service continued

4/1...........Product/service continued

4/3..... .......Promotions

4/8..........Promotions continued

4/10.........Promotions continued

4/15.........Promotions continued

4/17 ..........Distribution and last date early plan submissions will be accepted

4/22 ..........Distribution continued

4/24..........Test # 3 and marketing plans are due

4/29 ........Price

5/1..........Price continued

5/6..........Marketing and technology

5/8.........Customer relationship marketing

Test dates shown above are subject to change depending on the pace that we cover the material.