

USF BUS 302-03: Marketing Principles

Course	Marketing Principles Course contents © Stephan Sorger University of San Francisco BUS 302-03, Fall 2016 (4 units)
Professor	Stephan Sorger Phone: 650.455.4411 email: sgsorger@usfca.edu ; www.StephanSorger.com
Meetings	Dates: Tuesday and Thursday, 12:45 – 2:30PM Lone Mountain campus, Room LM 363 August 23, 2016 – December 15, 2016

Course Description

This course examines the role of marketing in society and in the organization. It focuses on consumer behavior and the marketing mix (product, price, promotion and distribution). It emphasizes identifying and meeting consumer needs, developing effective marketing strategies and understanding how to apply these strategies in different situations. Throughout the class students address factors that are shaping today's marketing landscape, including technological disruption, globalization and the contest for innovation and social impact.

Course Outcomes

- Learn the value of applied marketing management
- Understand best practices through case studies
- Learn by doing through developing real-world marketing plans
- Understand your personal "brand" through a personal marketing plan

Prerequisites

- Restricted to Management Majors

Biography

Stephan Sorger, M.S., M.B.A. is an award-winning serial marketing executive, an adjunct faculty member of several major universities, the author of multiple marketing textbooks, a popular speaker on marketing topics, and a member of several advisory boards. Stephan is an expert on marketing analytics, new product development, marketing strategy and planning. He is the author of the Pearson Prentice-Hall textbook, "Marketing Planning: Where Strategy Meets Action," as well as the ground-breaking book on analytics, "Marketing Analytics: Strategic Models and Metrics."

Office Hours

Students are encouraged to meet during office hours to discuss questions about the course or to obtain general information, such as career advice in the field of marketing. No meetings on holiday weekends.

- Tuesday and Thursday afternoons: After class in USF Lone Mountain LM 363, San Francisco
- Tuesday Evenings: 9PM at UC Berkeley Ext. Campus, 160 Spear Street, San Francisco, by appt.
- Saturday Afternoons: 12PM-1PM at UC Berkeley Ext. Campus, 160 Spear Street, San Francisco, by appt.

Required Textbook

Armstrong and Kotler, "Marketing: An Introduction." 13th Edition. Pearson. 2017.
ISBN 978-0-13-414953-0

Resources

- Course Website: Go to StephanSorger.com and click on the "Marketing Principles" course link to access online materials for the course. Materials include Microsoft PowerPoint-based lecture slides, case studies, Internet articles, and videos, all indexed by chapter.
- American Marketing Association: Students are encouraged to join the on-campus AMA chapter to build their network and gain job opportunities. Please contact jmomeara2@usfca.edu to learn more.

Grading and Course Components

Grading is calculated from the components shown below, using standard grading cutoff points:

100 – 94 = A, 93 – 90 = A-, 89 – 87 = B+, 86 – 84 = B, 83 – 75 = B-, 74 – 65 = C. No extra credit permitted.

	<u>Percent</u>
Quizzes (16 * 3% each)	48%
Marketing Plan	24%
Final Exam	20%
Case Studies (16 * 0.5% ea.)	<u>8%</u>
Total	100%

Quizzes

Students will take quizzes to assess knowledge for each chapter. The course contains 16 quizzes, one for each chapter in the textbook. Students shall take quizzes online on the Canvas system during in-class sessions. No make-ups. Students are not allowed to take quizzes away from the classroom, such as from home or on trips. Students are not allowed to collaborate with other students or access information sources, such as the textbook, notes, or the Internet. Students missing class for whatever reason will not receive credit for that day's quiz.

Marketing Plan

Students shall gain practice in applying marketing principles by preparing a marketing plan. Students shall work in groups of 5 – 9 people and will present their plan during the final days of the course. Each student in a group shall receive the same grade as their other group members. Each student in a group must submit an individual copy of the marketing plan online through the Canvas system in Microsoft Powerpoint or Adobe Portable Document Format (PDF) formats. Late marketing plans and marketing plans not in the approved formats will not be accepted. Grading shall be accomplished in real-time during the presentation of the marketing plan, in accordance with the grading criteria discussed below. Each content section shall include at least one slide, with a score ranging from 1 (poor) to 5 (outstanding) for each of the 20 criteria, for a total of 100 possible points.

<u>Grading Criterion</u>	<u>Score</u>
1. Deliverable	1 2 3 4 5
Hardcopy, printed 2 slides per page delivered before start of presentation	
2. Presentation Time	1 2 3 4 5
Presentation delivered in 15 minutes, including setup time	
3. Presentation Clarity: Verbal	1 2 3 4 5
Presenters easy to understand, with clear English. Shows substantial rehearsal.	
4. Presentation Clarity: Visual	1 2 3 4 5
Slides clear. Few text-only slides. No typographical errors. Clear charts, tables, and graphs.	
5. Title slide	1 2 3 4 5
Title slide includes name of company and names of all team members	
6. Objective:	1 2 3 4 5
The objective, or goal, of the company or brand. What are they trying to achieve?	
7. Mission Statement:	1 2 3 4 5
The statement(s) that describe your "mission." What values or principles guide them?	
8. Competitive Advantage:	1 2 3 4 5
The unique competitive differentiators. What makes them special?	
9. Market Overview:	1 2 3 4 5
A description of the industry. What are the characteristics of the industry?	
10. Market Trends	1 2 3 4 5
An analysis of the trends and potential opportunities and threats	
11. Market Segments:	1 2 3 4 5
Subsets within the industry. What specific area are they targeting?	
12. Competition:	1 2 3 4 5
Alternatives facing the industry. How do you compare against other companies?	
13. Strategy:	1 2 3 4 5
Method for executing the objective. What is their approach?	
14. Product/Service Tactics:	1 2 3 4 5
Value proposition, messaging, and differentiation. How will you describe yourself?	
15. Pricing Tactics:	1 2 3 4 5
Setting price based on perceived value. How will you set your "price" in the market?	
16. Distribution:	1 2 3 4 5
Channels used to deliver the product. What logistics do you face—relocation, etc.?	
17. Promotion:	1 2 3 4 5

Vehicles to communicate to customers. How will you communicate your value to employers?	
18. Implementation: Execution details of marketing plan. What is your timeline? What are your resources?	1 2 3 4 5
19. Conclusion Assessments on the plan. What lessons did you learn?	1 2 3 4 5
20. Actionability Degree to which plan is achievable, given situation and resources	1 2 3 4 5

Final Examination

Students will take a final exam on the final day of class, using the online Canvas system. The exam will be cumulative, covering potentially all the material presented in the course. Students are not allowed to collaborate with other students or access information sources, such as the textbook, notes, or the Internet. If the student cannot attend the final exam on the scheduled date, they must make arrangements ahead of time to take it at an earlier date.

Case Studies

Students gain expertise in applying marketing principles to real-world conditions by executing case studies. We will do one case study for each of the 16 chapters. Students are given time during class to collaborate with their teammates on the analysis of the company and its situation. Students will then submit an individual case study report online through the Canvas system in Microsoft Word or Adobe Portable Document Format (PDF) format. Students will submit their own work, reflecting the knowledge gained by discussions with their teammates, and then taking the analysis a step further due to their own efforts. Case studies are due by 11:59PM on the day before the due date stated on the Schedule, so we can review them during class. Late case studies and case studies not in the approved formats will not be accepted. Students shall receive one of four grades:

- 0% of full credit for each case study: Case study not received on time or in non-approved format.
- 50% of full credit for each case study: Provide document that shows student read and understood the case study, discussed it with your teammates, and answered the questions given at the end of each case study.
- 75% of full credit for each case study: Everything at the 50% level, plus In addition, provide commentary beyond the questions. Commentary should include what actions you would take if you were a key executive facing the same situation, given the facts given in the case study and the knowledge you have gained in the course so far.
- 100% of full credit for each case study: Everything at the 75% level, plus In addition, provide a robust report comparing the company and its situation with that of its principal competitors. The report will likely be several pages in length. Only about 10% of students are likely to reach the 100% level.

Commentary and robust report will be developed to the following standards for full credit:

- Unique topic or unique treatment of topic, takes risks with content; fresh approach.
- Sophisticated/exceptional use of examples.
- Original and "fluid" organization; all sentences and paragraphs contribute; sophisticated transitions between paragraphs.
- Integration of quotations and citations is sophisticated and highlights the author's argument using standard bibliographic citation techniques.
- Confidence in use of Standard English; language reflects a practiced and/or refined understanding of syntax and usage.
- Sentences vary in structure, very few, if any mechanical errors (no serious mechanical errors).

Academic Integrity

As a Jesuit institution committed to *cura personalis*—the care and education of the whole person—USF has an obligation to embody and foster the values of honesty and integrity. USF upholds the standards of honesty and integrity from all members of the academic community. All students are expected to know and adhere to the University's Honor Code. You can find the full text of the code online at <http://myusf.usfca.edu/academic-integrity>

The policy covers:

- Plagiarism — intentionally or unintentionally representing the words or ideas of another person as your own; failure to properly cite references; manufacturing references.
- Working with another person when independent work is required.
- Submission of the same paper in more than one course without the specific permission of each instructor.
- Submitting a paper written by another person or obtained from the internet.
- The penalties for violation of the policy may include a failing grade on the assignment, a failing grade in the course, and/or a referral to the Academic Integrity Committee.

Student Disability Services

If you are a student with a disability or disabling condition, or if you think you may have a disability, please contact USF Student Disability Services (SDS) at 415 422-2613 within the first week of class, or immediately upon onset of

disability, to speak with a disability specialist. If you are determined eligible for reasonable accommodations, please provide me with your SDS Verified Individualized Services and Accommodations (VISA) form, and we will discuss your needs for this course. For more information, please visit: <http://www.usfca.edu/sds> or call (415) 422-2613.

Behavioral Expectations:

All students are expected to behave in accordance with the Student Conduct Code and other University policies (see <http://myusf.usfca.edu/fogcutter/student-conduct>) Open discussion and disagreement is encouraged when done respectfully and in the spirit of academic discourse. There are also a variety of behaviors that, while not against a specific University policy, may create disruption in this course. Students whose behavior is disruptive or who fail to comply with the instructor may be dismissed from the class for the remainder of the class period and may need to meet with the instructor or Dean prior to returning to the next class period. If necessary, referrals may also be made to the Student Conduct process for violations of the Student Conduct Code.

Learning & Writing Center

The Learning & Writing Center provides assistance to all USF students in pursuit of academic success. Peer tutors provide regular review and practice of course materials in the subjects of Math, Science, Business, Economics, Nursing and Languages. Other content areas can be made available by student request. To schedule an appointment, log on to TutorTrac at <https://tutortrac.usfca.edu>. Students may also take advantage of writing support provided by Rhetoric and Language Department instructors and academic study skills support provided by Learning Center professional staff. For more information about these services contact the Learning & Writing Center at (415) 422-6713, email: lwc@usfca.edu or stop by our office in Cowell 215. Information can also be found on our website <https://www.usfca.edu/student-life/learning-writing-center>.

Counseling and Psychological Services

Our diverse staff offers brief individual, couple, and group counseling to student members of our community. CAPS services are confidential and free of charge. Call 415-422-6352 for an initial consultation appointment. Having a crisis at 3 AM? We are still here for you. Telephone consultation through CAPS After Hours is available between the hours of 5:00 PM to 8:30 AM; call the above number and press 2.

Confidentiality, Mandatory Reporting, and Sexual Assault

As an instructor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a faculty member. I am required to share information regarding sexual misconduct or information about a crime that may have occurred to a USF student with the University. Here are other resources:

- To report any sexual misconduct, students may visit Anna Bartkowski (UC 5th floor) or see many other options by visiting our website: <http://myusf.usfca.edu/student-health-safety/safer>
- Students may speak to someone confidentially, or report a sexual assault confidentially by contacting Counseling and Psychological Services at 415-422-6352.
- To find out more about reporting a sexual assault at USF, visit USFs Callisto website at: www.usfca.callistocampus.org
- For an off-campus resource, contact San Francisco Women Against Rape (SFWAR) (415) 647-7273 (www.sfwar.org).

Student Accounts - Last day to withdraw with tuition reversal

Students who wish to have the tuition charges reversed on their student account should withdraw from the course(s) by the end of the business day on the last day to withdraw with tuition credit (census date) for the applicable course(s) in which the student is enrolled. Please note that the last day to withdraw with tuition credit may vary by course. The last day to withdraw with tuition credit (census date) listed in the Academic Calendar is applicable only to courses that meet for the standard 15-week semester. To find what the last day to withdraw with tuition credit is for a specific course, please visit the Online Class Schedule at www.usfca.edu/schedules.

Schedule

August 23, 2016: Meeting 1

- Administration Review syllabus; Introduce class members
- Marketing plan Review sample marketing plan
- Chapter 1 Marketing

August 25, 2016: Meeting 2

- Case study 1 FedEx
- Case videos
- Quiz 1 Chapter 1: Marketing

August 30, 2016: Meeting 3

- Chapter 2 Company and Marketing Strategy
- Marketing plan Apply knowledge to marketing plan
- Case study 1 due Review in class

September 1, 2016: Meeting 4

- Case study 2 Samsung
- Case videos
- Quiz 2 Chapter 2: Company and Marketing Strategy

September 6, 2016: Meeting 5

- Chapter 3 Analyzing the Marketing Environment
- Marketing plan Apply knowledge to marketing plan
- Case study 2 due Review in class

September 8, 2016: Meeting 6

- Case study 3 Sony
- Case videos
- Quiz 3 Chapter 3: Analyzing the Marketing Environment

September 13, 2016: Meeting 7

- Chapter 4 Managing Marketing Information to Gain Customer Insights
- Marketing plan Apply knowledge to marketing plan
- Case study 3 due Review in class

September 15, 2016: Meeting 8

- Case study 4 Campbell soup
- Case videos
- Quiz 4 Chapter 4: Managing Marketing Information to Gain Customer Insights

September 20, 2016: Meeting 9

- Chapter 5 Understanding Consumer and Business Buyer Behavior
- Marketing plan Apply knowledge to marketing plan
- Case study 4 due Review in class

September 22, 2016: Meeting 10

- Case study 5 GoldieBlox
- Case videos
- Quiz 5 Chapter 5: Understanding Consumer and Business Buyer Behavior

September 27, 2016: Meeting 11

- Chapter 6 Customer Value Driven Marketing Strategy

- Marketing plan Apply knowledge to marketing plan
- Case study 5 due Review in class

September 29, 2016: Meeting 12

- Case study 6 Virgin America
- Case videos
- Quiz 6: Chapter 6: Customer Value Driven Marketing Strategy

October 4, 2016: Meeting 13

- Chapter 7 Products, Services, and Brands: Building Customer Value
- Marketing plan Apply knowledge to marketing plan
- Case study 6 due Review in class

October 6, 2016: Meeting 14

- Case study 7 Target
- Case videos
- Quiz 7 Chapter 7: Products, Services, and Brands: Building Customer Value

October 11, 2016: Meeting 15

- Chapter 8 Developing New Products and Managing the Product Life Cycle
- Marketing plan Apply knowledge to marketing plan
- Case study 7 due Review in class

October 13, 2016: Meeting 16

- Case study 8 3M
- Case videos
- Quiz 8 Chapter 8: Developing New Products and Managing the Product Life Cycle

October 18, 2016: No Meeting; Canceled due to USF Break

- Chapter 9 Pricing
- Marketing plan Apply knowledge to marketing plan
- Case study 8 due Review in class

October 20, 2016: Meeting 17

- Case study 9 Coach
- Case videos
- Quiz 9 Chapter 9: Pricing

October 25, 2016: Meeting 18

- Chapter 10 Marketing Channels
- Marketing plan Apply knowledge to marketing plan
- Case study 9 due Review in class

October 27, 2016: Meeting 19

- Case study 10 Apple Pay
- Case videos
- Quiz 10 Chapter 10: Marketing Channels

November 1, 2016: Meeting 20

- Chapter 11 Retailing and Wholesaling
- Marketing plan Apply knowledge to marketing plan
- Case study 10 due Review in class

November 3, 2016: Meeting 21

- Case study 11 Sears
- Case videos
- Quiz 11 Chapter 11: Retailing and Wholesaling

November 8, 2016: Meeting 22

- Chapter 12 Engaging Customers and Communicating Customer Value
- Marketing plan Apply knowledge to marketing plan
- Case study 11 due Review in class

November 10, 2016: Meeting 23

- Case study 12 Allstate
- Case videos
- Quiz 12 Chapter 12: Engaging Customers and Communicating Customer Value

November 15, 2016: Meeting 24

- Chapter 13 Personal Selling and Sales Promotion
- Marketing plan Apply knowledge to marketing plan
- Case study 12 due Review in class

November 17, 2016: Meeting 25

- Case study 13 SunGard
- Case videos
- Quiz 13 Chapter 13: Personal Selling and Sales Promotion

November 22, 2016: Meeting 26

- Chapter 14 Direct, Online, Social Media, and Mobile Marketing
- Case Study 14 Alibaba
- Case videos
- Case study 13 due Review in class

November 24, 2016: No Meeting; Canceled due to Thanksgiving Holiday**November 29, 2016: Meeting 27**

- Chapter 15 The Global Marketplace
- Case study 15 7-Eleven
- Case videos
- Quiz 14 Chapter 14: Direct, Online, Social Media, and Mobile Marketing
- Case study 14 due Review in class

December 1, 2016: Meeting 28

- Chapter 16 Sustainable Marketing
- Quiz 15 Chapter 15: The Global Marketplace
- Case study 15 due Review in class

December 6, 2016: Meeting 29

- Case study 16 Adidas: Work in groups to solve case study
- Case videos
- Quiz 16 Chapter 16: Sustainable Marketing

December 8, 2016: Meeting 30

- Case study 16 due Review in class
- Marketing Plan Marketing Plan Presentations

December 13, 2016: Meeting 31

- Marketing Plan Marketing Plan Presentations

December 15, 2016: Meeting 32

- Exam Final Examination