

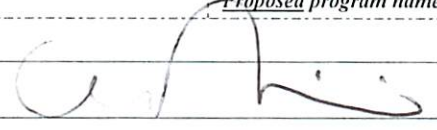
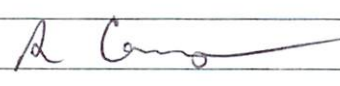
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LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		19-75f.	AP-11/9/10	App-12/7/10

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Parimal S. Bhagat	Email Address bhagat@iup.edu
Proposing Department/Unit Marketing	Phone 357-3315

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) <u>MKTG 320 Principles of Marketing</u> ☐ New Course ☐ Course Prefix Change ☐ Course Deletion ☒ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change		
<u>Current Course prefix, number and full title</u>		<u>Proposed course prefix, number and full title, if changing</u>
2. Additional Course Designations: check if appropriate ☐ This course is also proposed as a Liberal Studies Course. ☐ Other: (e.g., Women's Studies, Pan-African) ☐ This course is also proposed as an Honors College Course.		
3. Program Proposals ☐ New Degree Program ☐ Program Title Change ☐ Program Revision ☐ New Minor Program ☐ New Track ☐ Other		
<u>Current program name</u>		<u>Proposed program name, if changing</u>
4. Approvals		
Department Curriculum Committee Chair(s)		Date 5 March 10
Department Chair(s)	18 Bhagat. bhagat@iup.edu	3/5/10
College Curriculum Committee Chair		
College Dean		3/17/10
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	Gail S Sedhurst	11/11/10

* where applicable

Received

Received

NOV 3 2010
Nov 12 2010
Liberal Studies

MAR 24 2011
Liberal Studies

PART II. 1. NEW SYLLABUS OF RECORD

I. Catalog Description:

MKTG320	Principles of Marketing	3 class hours 0 lab hours 3 credits
Prerequisites: ECON 122		
		(3c-01-3cr)

Course description:

A study of those activities necessary to the design, pricing, promotion, and distribution of goods and services for use by organizations and ultimate consumers.

II. Course Outcomes: Students will be able to:

1. Analyze business and organizational issues in the context of marketing in a global setting. (Eberly Goal 5, learning objective 2)
2. Analyze and evaluate ethical and corporate social responsibility issues confronting businesses. (Eberly Goal 6, learning objective 2)
3. Identify the role of marketing, marketing information and research in the management of a firm and the individual consumer. Analyze consumer market for effective segmentation strategy.
4. Analyze the strengths and weaknesses of a company's marketing activities as well as opportunities and threats faced by the company from the business environment in order to devise appropriate marketing mix.
5. Recognize the impact of the four Ps (Product, Place, Price and Promotion) of marketing and their managerial applications in designing a marketing strategy for an organization.

III. Course Outline:

<u>Week</u>	<u>TOPIC</u>	<u>READINGS</u>
WEEK ONE	INITIATING THE MARKETING PROCESS (Objective 3) Creating Customer Relationships and Value through Marketing	Ch. 1
	Course Overview What is Marketing? How Marketing Discovers Needs Creation of Value Functions of Marketing Evolution and Effects of the Marketing Concept Customer Relationship Marketing	
WEEK TWO	Developing Successful Marketing Strategies (Obj. 4)	Ch. 2
	Levels of Strategy in Organizations Strategic Planning SWOT Analysis Marketing Planning Marketing Mix -- Product, Place, Promotion, and Price Growth-Share BCG Matrix Marketing Strategies and Tactics	
	Scanning The Marketing Environment	Ch. 3
	Environmental Scanning Microenvironment of the Firm: Shareholders and Employees Customers Communities Suppliers Creditors Macroenvironment of the Firm: Technology Socio-Cultural and Ethical Influences Political/Legal and Regulatory Forces Economy Competition	

WEEK THREE

QUIZ #1 (Chapters 1 – 3)

Ethics and Social Responsibility In Marketing (Obj. 2)

Ch. 4

Nature and Significance of Marketing Ethics
Social Responsibility
Regulations and Green Marketing
Ethical and Legal Framework

CASE # 1 “Starbucks Corporation: Serving More Than Coffee”

(Case and corresponding video provided via text and online resource. Additional Internet links to supplement articles and discussion questions will be posted at a later date)

WEEK FOUR

EXAMINATION #1 (Chapters 1-4)

UNDERSTANDING BUYERS AND MARKETS

Understanding Consumer Behavior (Obj. 3)

Ch. 5

Psychological and Sociocultural Influences on Consumer Behavior
Attitudes
Learning
Perception
Motivation -- Maslow's Hierarchy of Needs
Personality and Lifestyle -- VALS
Family and Culture
Reference Groups and Social Class
Stages in the Consumer Decision Making Process
Types of Consumer Buying Decisions

WEEK FIVE Understanding Organizations as Customers (Obj. 3) Ch. 6

Standard Industrial Classification System
Nature and Size of Organizational Markets
Consumer versus Industrial Buying
Characteristics of Organizational Buying
Derived Demand
Types of Industrial buying
Stages in the Industrial Decision Making Process
Participants in the Industrial Buying Process

WEEK SIX Understanding and Reaching Global Consumers/Markets (Obj. 1) Ch. 7

World Trade Flows
Deciding Whether to Go International
Deciding Which Markets to Enter and How
Exporting, Licensing, Joint Ventures, and Direct Investment
Modifications for a Global Marketing Mix
Global Marketing Strategy Matrix

QUIZ #2 (Chapters 5-7)

WEEK SEVEN TARGETING MARKETING OPPORTUNITIES

Marketing Research: From Customer Insights to Action (Obj. 3, 4) Ch.8

The Role of Marketing Research
Marketing Research Process
Marketing Research Objectives
Exploratory, Descriptive, and Causal Research
Research Design
Primary Versus Secondary Data
Method of Data Collection
Survey, Observation, Experiments, and Secondary Data
Sampling Procedures

CASE #2 “Best Buy: Using Customer Centricity to Connect with Customers”

(Case and corresponding video provided via text and online resource. Additional Internet links to supplement articles and discussion questions will be posted at a later date)

WEEK EIGHT

Segmenting, Positioning, and Forecasting Marketing (Obj. 3) Ch. 9

Why Segment Markets
Market Segmentation Strategy
Segmentation Variables:
Geographic
Demographic
Psychographic
Product-Related
Positioning the Product
Sales Forecasting Techniques

EXAMINATION #2 (Chapters 5-9)

WEEK NINE

SATISFYING MARKETING OPPORTUNITIES

Developing New Products and Services (Obj. 5) Ch. 10

Product Management and New Product Development
What is a product?
Classifying Consumer Products
New Product Development Process

Managing Products and Brands (Obj. 5) Ch. 11

Product Life Cycle
Packaging and Labeling
Brand Names

WEEK TEN

QUIZ #3 (Chapters 10-11)

Building the Price Foundation (Obj. 5) Ch. 13

Nature and Importance of Price
Pricing Perceptions
Pricing Objectives
Demand Analysis and Price Elasticity
Cost, Volume, and Profit

Arriving at the Final Price

Ch. 14

Pricing Strategies

Select Approximate Price Levels

Discounts, Allowances, and Deceptive Pricing

WEEK ELEVEN

CASE #3 “BMW: “Newness” and the Product Life Cycle”

(Case and corresponding video provided via text and online resources. Additional Internet links to supplement articles and discussion questions will be posted at a later date)

Managing Marketing Channels And Wholesaling (Obj. 5)

Ch. 15

Nature and Importance of Marketing Channels

Channel Structure and Organization

Types of Marketing Channels

Physical Distribution and Logistics

Intensity of Distribution

Channel Relationships

Vertical and Horizontal Marketing Systems

Franchising

EXAMINATION #3 (Chapters 10, 11, 13, 14, and 15)

WEEK TWELVE

Retailing (Obj. 5)

Ch. 17

Classifying Retailers

In-Store Retailing

Non-Store Retailing

Retail Strategy

Trends in Retailing

WEEK THIRTEEN

Integrated Marketing Communications And Direct Marketing (Obj. 5)

Ch. 18

Promotion Mix

Communication Process

Advertising Objectives

Budget Strategies

Media Selection

Creative Strategies

QUIZ # 4 (Chapters 17-18)

Advertising, Sales Promotion, and Public Relations (Obj. 5) Ch. 19

Types of Advertisements
Developing the Program
Sales Promotion
Public Relations

WEEK FOURTEEN

Personal Selling and Sales Management (Obj. 5) Ch. 20

Interpersonal Communication
Personal Selling Process
Sales Force Management
Recruitment Process and Leadership Styles
Training and Compensation Plans

CASE #4 “Xerox: Building Customer Relationships through Personal Selling”

(Case and corresponding video provided via text and online resources. Additional Internet links to supplement articles and discussion questions will be posted at a later date)

MANAGING THE MARKETING PROCESS

Pulling It All Together: The Strategic Marketing Process Ch. 22

Allocating Resources
Planning Framework, Implementation, and Control
Balancing the Marketing Mix, Customers, and Competitors
The Marketing Plan Brings All the Details Together

Career Planning in Marketing Appendix C

CULMINATING ACTIVITY

EXAMINATION #4 (Chapters 17, 18, 19, 20, and 22)

IV. Evaluation Methods:

SUGGESTED GRADING POLICY IS AS FOLLOWS:

EXAMS (Four Exams) (Four Exams / 20% each)	80% (Objectives 1-5)
CASES/DISCUSSIONS (Four Cases) (Four Cases / 2.5% each)	10% (Objectives 1-5)
QUIZZES (Four Quizzes) (Four Quizzes / 2.5% each)	10% (Objectives 1-5)

TOTAL GRADE 100%

Exams

Each of the exams will include objective-type questions and/or short essay questions. Objective-type questions include multiple-choice and/or True/false. Short essay-type questions that are based on the evaluation and synthesis of the discussed topics.

The exams will *not* be cumulative but some topics may naturally require the knowledge of topics covered earlier in the semester. The tentative exam dates are shown in the syllabus and the exact dates will be established at least 1 week in advance.

Quizzes, Cases, and Homework

Each quiz will be announced at least one class in advance (approximate times are provided) and will comprise of about ten to twenty multiple choice. Cases and/or homework assignments will be given after the completion of each chapter. Some of them will be graded and their due dates will be assigned.

Class Participation

It is important to attend and voluntarily participate in every class. Both quality and meaningful participation may be viewed positively and weighted more heavily (extra credit!).

V. Example Grading Scale

The final grades will be based on the following distribution:

90% and above	A	80% - 89.9%	B
70% - 79.9%	C	60% - 69.9%	D
Below 60%	F		

VI. Course Attendance Policy

The attendance policy given in the University's Undergraduate Catalog will be adhered to.

VII.

Required Text: Kerin, Hartley, and Rudelius, Marketing, McGraw-Hill Irwin, Ninth Edition, 2009.

Required Reading: Wall Street Journal

VIII.

There are no special requirements for this course.

IX. Bibliography :

Adler, Lee, "Systems Approach to Marketing," *Harvard Business Review*, 1967.

Anderson, James C., Narius, James A., and Rossum, Wouter van, "Customer Value Propositions in Business Markets," *Harvard Business Review*, March 2006.

Armstrong, Gary and Kotler, Philip, Principles of Marketing, Prentice Hall, 2008.

Bagozzi, Richard P., "Marketing as an Exchange," *Journal of Marketing*, October 1975.

Berman, Barry and Evans Joel, Retail Management: A Strategic Approach, Prentice Hall, Inc. 2007.

Drucker, Peter, "The Theory of Business", *Harvard Business Review*, Sept.-Oct., 1994, 95-104.

Dwyer, F. Robert and Tanner, John, F., Business Marketing: Connecting Strategy, Relationships, and Learning, McGraw-Hill Irwin, 2006.

Kerin, Roger A., Hartley, Steven, and Rudelius, William, Marketing, McGraw-Hill Irwin, 2009.

Kotler, Philip and Keller, Kevin, Marketing Management, Prentice Hall, 2009.

Laczniak, Gene R., "Framework for Analyzing Marketing Ethics," *Journal of Macromarketing*, Vol. 3 (1), Spring 1983.

Levitt, Theodore, "Marketing Myopia," *Harvard Business Review*, July-August 1960.

Manning, Gerald L. and Reece, Barry, L., Selling Today: Building Quality Partnerships, Prentice Hall, Inc., 2007.

Meyer, Christopher and Schwager, Andre, "Understanding Customer Experience," *Harvard Business Review*, February 2007.

Moriarty, Sandra, Mitchell, Nancy and Wells, William, Advertising Principles and Practices, Prentice Hall, Inc., 2009.

Perreault, William D. Jr., Basic Marketing: A Marketing Strategy Planning Approach, McGraw-Hill Irwin, 2008.

Wilkie, William and Moore, Elizabeth S., "Marketing's Relationship to Society," Chapter 1 in *Handbook of Marketing*, ed. Barton Weitz and Robin Wensley, London: Sage Publications, 2006.

Zikmund, William, Exploring Marketing Research, Dryden Press, 2009.

PART II. 2. Summary

The Syllabus of Record has been updated to ensure currency in the field and requirements of our accrediting body.

PART II. 3. Justification/Rationale:

MKTG 320 Principles of Marketing is part of the Business Core and required of all Majors in the Eberly College of Business and IT. Course objectives numbers 1 and 2 specifically address **the Assurance of Learning (AOL)** Outcomes required by AACSB (our accrediting body) at the College level for this Business Core course. Since the existing Syllabus of Record cannot be located by the IUP Library staff, the content modules and bibliography have been updated and made current.

Catalog Description

The Catalog Description remains the same as follows:

A study of those activities necessary to the design, pricing, promotion, and distribution of goods and services for use by organizations and ultimate consumers.

PART II. 4 Old Syllabus of record

Being a very old course, the department or the IUP Library Staff were unable to locate a Syllabus of Record (see attached email from Mr. Harrison Wick, IUP Library).

PART II. 5. N/A

PART III. Letters of support or acknowledgement – N/A.

kathie mccurdy

From: "Harrison Wick" <HWICK@iup.edu>
To: "k n mccurdy" <kmccurdy@iup.edu>
Sent: Tuesday, September 29, 2009 8:57 AM
Subject: Re: syllabus request
 Kathie,

Unfortunately, after having looked through our collection I was unable to find either syllabus for either 320 or 603, I apologize.

MKTG

Harrison

----- Original Message -----

From: k n mccurdy
To: Harrison Wick
Cc: bhagat
Sent: Tuesday, September 29, 2009 8:52 AM
Subject: Re: syllabus request

Hi Harrison,
 MKTG603 is Marketing Management at the grad level. If you need to fax the syllabus for 320, the number is 1379.
 Thanks,
 Kathie

----- Original Message -----

From: Harrison Wick
To: k n mccurdy
Sent: Tuesday, September 29, 2009 8:50 AM
Subject: Re: syllabus request

Kathie,

We don't have Marketing 603, what is the title of that course? I will either photocopy or scan the syllabus for 320.

Thank you, Harrison

Harrison Wick
 Special Collections Librarian and University Archivist
 Indiana University of Pennsylvania
 IUP Libraries
 Stapleton Library 302
 431 South Eleventh Street
 Indiana, PA 15705

Phone: 724-357-6246
 Email: hwick@iup.edu

----- Original Message -----

From: k n mccurdy
To: harrison.wick@iup.edu
Cc: bhagat
Sent: Monday, September 28, 2009 4:02 PM
Subject: syllabus request

Hi Harrison,

10/27/2010