



## **Marketing Concepts**

University of Missouri Kansas City  
Henry W. Bloch School of Business and Public Administration

### **Course specifics:**

MKT #324 Spring 2010  
Marketing Concepts  
LEC 10205  
Thursday  
7:00-9:45  
Room # 8

Text: Contemporary Marketing 13e  
Boone & Kurtz  
ISBN: 978-0-324-53638-6  
Text Web site: [www.cengage.com](http://www.cengage.com)

### **Instructor information:**

Phillip Gonsler  
Office location: Bloch 407  
Office hours by appointment  
Tuesday, Wednesday & Thursday  
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E-Mail: [gonslerp@umkc.edu](mailto:gonslerp@umkc.edu)

### **Course description:**

This course provides an opportunity to develop both conceptual and tacit knowledge of important marketing concepts. The course will focus on the processes involved in the marketing of goods and services, including the meaning and importance of marketing terminology, the marketing mix, and marketing concepts, consumerism, market segmentation. The concept of market and marketing research, and the impacts of different competitive structures on marketing decision making will be introduced in this course. Upon successful completion of this class, the student will be able to explain the concepts of production, consumption and distribution in relation to our free-enterprise economy. You will be able to list the basic channels of distribution available to the manufacturer of consumer and industrial products. You will be able to explain and compare the distribution functions of the manufacturer, wholesaler and retailer. You will be able to follow the procedures necessary to develop the total marketing plan for a given product service or product line. In addition, the student should be able to discuss the fundamental principles of consumer behavior in the buying process and apply these principles to target market strategies

### **Course objective:**

Upon successful completion of this course, the student will be able to:

1. Define the elements that make up marketing environment and explain how they apply to practical applications and examples including a social responsibility to society
2. Explain how marketers identify consumer needs and supply products and services to satisfy those needs.
3. Describe how marketers implement the elements of the marketing mix (4Ps) product and services, strategy, distribution strategy, promotional strategy and pricing strategy.
4. Explain how the principles of marketing relate to international marketing, nonprofit marketing, and ethical behavior relationships.
5. Ability to demonstrate the principles learned by developing a Marketing plan

### **Teaching philosophy:**

It is my intention to introduce the students to the concepts of marketing in a practical manner with connections to consumerism in the real market place. The student is the customer, and it is my desire to insure that the customer gets value out of the class. To that end I am available by E-mail, phone or student meetings to encourage students to bring issues to the forefront so that we can discuss and resolve any concerns the student might have in completing the course successfully.

### **Course format:**

The instructor will use a combination of **any or all** of the following instructional methods lecture, discussion, student case analysis, student presentations, and projects. Videos dealing with various business related topics which “bring to life” some of those topics covered in the textbook will be included.

### **Teaching method:**

Class participation in a comfortable and relaxed atmosphere will be used to facilitate free thinking and interactive dialogue. The purpose of this method is to have students bring real world experiences from the work place, as well as experiences in consumerism into the discussion.

### **Out of class assignments**

Expect to have a minimum of 6 out of class assignments. The expectations of the assignments will be reviewed in class. The purposes of the assignments are to offer you the experience of **researching** your responses to the question or case. You will be required to read the assigned chapter, and then comment in a written typed **3** page document (double spaced) on the specific questions that are asked. There is no right or wrong response. You are expected to use the internet/library, (**Not Wikipedia**) or any other available resource to assist you in formulating your response. We will start each class with a class discussion on your findings and conclusions. Preparation for discussion with your fellow students enhances the learning process. Many of the assignments will be designed to fit into the marketing plan that is due at the end of the semester. There is a score of 10 points assigned to work completed and turned in on time. The papers are due at the time the class meets, and **I will not accept late assignments or by e-mail**. I fully expect that the assignments will be written using appropriate marketing language and using correct grammar and use of spell check.

### **Articles:**

Periodically I will distribute articles for student review. These articles will connect with the chapters we will be discussing per the schedule. The purpose of the articles are to

bring to life real world marketing situations that are happening around us right now. The articles will be used to show how marketing situations are relevant to our economic and business practices in corporations today.

**Class Participation:**

Class participation is an attempt to account for each student's contribution to the class. A high level of participation means that you are well-prepared, add value to class discussions, listen carefully to others' contributions, and ask appropriate questions (without monopolizing class time or sidetracking discussion from the issues under discussion). Quality of preparation and participation, not quantity, is the relevant issue. You may be asked to serve as a discussion leader for specific assigned articles. As a discussion leader, you must lead the seminar participants in a critical analysis, evaluation and integration of the papers. You should prepare a short typewritten handout for distribution to the participants. (This handout should not be a summary of the articles or an overview. It should selectively focus on key issues.)

Your class participation evaluation will be assigned depending on the accuracy of the information you provide in class discussion, whether your contributions are well-supported, whether they are timely and add to our understanding of the issues under discussion, and whether they are novel (as opposed to rehashing case facts or earlier discussion), as well as your performance as discussion leader.

**Grading and evaluation:**

Marketing Plan (Final project)

100 points

Exams

2 Exams 100 points each 200 points

Out of class assignments 10 points each

6 X 10

60 points

Class participation and attendance

Check for understanding at the beginning of class sessions

**Grading scale:**

- 90% of point A
- 80% of points B
- 70% of points C
- 60% of points D
- 50% of points F
- Final grade will be based on the percentage of total points available in the class.

**Attendance and promptness:**

Students are expected to attend every class and not come into the class late, or leave early. In the final grade analysis the student participation along with class attendance is taken into consideration. For each **three classes missed or arrivals** late you can assume your grade will drop one letter grade. Active class participation enhances the learning process, and the dialog between instructor and students, and student to student will draw out the interactive dialog on the text chapters, or lessons of the day. To assist the student in the learning process at the beginning of many of the classes a question will be asked and taken directly from the assigned reading of the day. You will have ten minutes to write your response on a sheet of paper and pass forward. The questions will be graded, and scores will apply to final available points.

**General operating policies/summary:**

- Class attendance is required?

- Class tardiness is not acceptable
- Class participation is a requirement to successfully complete the class
- There will not be any extra credit offered.
- Inclement weather policy—Cancellation of classes because of inclement weather is determined by UMKC central administration. Students should consult the UMKC website should threatening weather conditions exist.
- Blackboard will be used to post assignments and point tabulation for the class

**Cell Phones/Texting:**

Please turn off cell phones and do not text message while in the class. If inappropriate phone usage occurs I will ask you to leave the class room. PLEASE NO TEXTING! If you should use a laptop for note taking in class focus should be on class discussion and lecture.

**Final Paper:**

The final paper assignment for Marketing Concepts requires you to develop a marketing plan for an existing product/service. Focus on a current product or service that this company offers. Your objective is to create a **different and unique** marketing plan different than the current strategy that the company is using.

Following the requirements described below, your plan should have 1-2 year horizon, with emphasis on marketing strategy for the upcoming year.

**Requirements:**

**Successful competition of this assignment includes:**

Submission of a marketing plan (Final paper) for your product or service on last day of class.

Your marketing plan should be 15 pages in length (typed single-spaced) and include any relevant charts, tables or figures that support and or summarize the text. Any lengthy market research information, industry analyses, marketing communications, competitor assessments, should be provided as an appendix to your plan. You must also include a list of sources used in developing your plan as an appendix, but do not footnote them in the body of the plan. In addition to discussing the marketing plan components, your plan must include a final paragraph on why you think the plan will be successful. This is your opportunity to critically reflect on your research and analysis and comment on the recommended course of action.

**Marketing Plan Components:**

**Week 6 you will submit an executive summary of the nature of your term marketing plan. This document will lock you into the product or service that you intend to research and submit on the last day of class**

In developing your marketing plan, you should draw upon the topics and tools described in the textbooks and utilized in classroom activities. A list of the key areas that should be addressed in your marketing plan to the extent possible will be provided as the class (Also posted on Blackboard) introduces elements of the typical marketing plan. This list should be considered a working topical outline, and it is your responsibility to provide a thorough assessment of each area in your final paper.

**Course schedule:**

<b>Week</b>	<b>Date</b>	<b>Text reading schedule</b>	
Class # 1	1/14/2010	Chapter # 1	
Class # 2	1/21/2010	Chapter # 2	Assignment # 1 Strategy and Tactics
Class # 3	1/28/2010	Chapter # 3	Assignment # 2 Social Responsibility
Class # 4	2/4/2010	Chapter # 4	Assignment # 3 E-Business
Class # 5	2/11/2010	Chapter # 5	
Class # 6	2/18/2010	Chapter # 6	Test # 1 Executive summary for marketing plan due
Class # 7	2/25/2010	Chapter # 7	Assignment # 4 Global marketing
Class # 8	3/4/2010	Chapter # 8	Assignment # 5 Marketing research
Class # 9	3/11/2010	Chapter # 9	
Class # 10	3/18/2010	Chapter # 10	
Class # 11	3/25/2010	Chapter # 11	Test # 2
Class # 12	3/30/2010		Spring Break
Class # 13	4/8/2010	Chapter # 12	Assignment # 6 Branding
Class # 14	4/15/2010	Chapter # 13	
Class # 15	4/22/2010	Chapter # 14	
Class # 16	4/29/2010	Chapter # 15	
Class # 17	5/6	8:00-10:00	Final papers are due with a class presentation

**Academic honesty:**

A student enrolling in any UMKC course is expected to exhibit high standards of academic honesty. In the case of academic misconduct, I will assess the affected work and report the incident to Bloch School administration according to the guidelines printed in the University catalog. See student conduct policies at:

<http://www.umkc.edu/umkc/catalog/html/append/policy/0020.html> Cheating and plagiarism will not be tolerated. All exams are closed book closed notes, and are to be taken without help or assistance. Persons observed cheating on tests will receive a grade of zero for the exam. Similarly, plagiarism of assignments, projects, and papers is unacceptable, and a grade of zero will be assigned on any such item where plagiarism has been detected.

UMKC currently has a licensing agreement with Turnitin.com, a provider of powerful software that is extremely helpful in detecting plagiarism.

**Disclaimer statement:**

Time and schedule considerations may prompt modifications of this syllabus (deletion of assignments/topics, modification of examination dates, etc.). The instructor will explain any changes; however, it is the student's responsibility to keep up with any modifications that are made throughout the semester.

**Course withdrawal:**

All course withdrawals must be initiated in the Bloch School Student Services Office, room 115, and completed through the Registration Center in the UMKC Administrative Center. Students intending to withdraw from the course after the eighth week of class (fourth week in the summer session) are required to obtain a signature of both the instructor and an academic advisor before the course withdrawal is official. *Telling the instructor that you intend to withdraw from the course or ceasing to attend class does not constitute an official withdrawal.* The academic calendar in the class schedule/registration guide lists the official withdrawal dates.

**Available support services:**

The University and the Bloch School offer several support services. These include the Bloch School Computer Lab, the Bloch School Tutoring Center, the UMKC Writing Lab, and the Office of Disabled Student Services. Possible syllabus language follows.

- Bloch School Computer Lab: The Bloch School Computer Lab is available for your use. It is located in Bloch 110; the lab's website is: <http://www.umkc.edu/is/oa/IS-Lab-Brochure.pdf>
- Bloch School Tutoring Center: The Bloch School Tutoring Center is currently equipped to assist students who need help in the following courses: ACTG 210 and 211; BA 325. The Center is located in Bloch 202; operating hours are posted on the room's door.
- UMKC Writing Lab: Students who desire assistance in written assignments may contact the UMKC Writing Lab at 816-235-1146. The Lab is located at 5201 Rockhill Rd...
- Office of Disabled Student Services: If you have any questions about a disability or desire accommodation under the Americans with Disability Act, please contact the Office of Disabled Student Services at 816-235-5696. The Office's website can be accessed at: <http://www.umkc.edu/disability/>

