BA5531 – ELEMENTS OF THE MARKETING CONCEPT

Prerequisite – Econ 202

Professor - Dr. Gene Brown **Meeting time: 7pm – 9:45 pm, Tuesdays**

Office – BSBPA – 332
Office Hours – By appointment though generally in the office
Office phone – 235-2327
Email – brownge@umkc.edu

Required texts – **Marketing**, Lamb, Hair, and McDaniel

Learning objectives:

1) Improve oral communication skills by presenting current events
2) Understand the basics of marketing terminology, the marketing mix, the marketing concept, consumerism, market segmentation, market and marketing research, and the impacts of different competitive structures on marketing decision making
3) Understand marketing problems and determine solutions that are likely to be appropriate and effective
4) Comprehend, interpret, and utilize income statements and marketing research reports to make informed decisions
5) Plan, execute and react to the results of marketing activities on other functional areas of the organization
6) To understand the role of strategic market planning
7) To understand the role of consumer behavior

Teaching Methods; This course utilizes a variety of teaching methods to include:

- **lecture**
- **field work (surveys, interviews)**
- **case analyses**
- **real world marketing assignments**
- **videos**
- **current events**

Course Requirements include:

- Readings in the text
- Other reading handouts
- Oral presentations: The oral presentations will not be graded but are a requirement to pass the course.
    - current events (you should have a marketing current event with you at every class)
    - real world marketing assignments
    - articles
- 4 examinations
- Book review – power-point- not graded, due October 23. (teams of 2-3, approx 30 minutes)
- Term paper – 15-20 pages – graded, due December 4

Grading

The final grade will be determined by the following weighting:

Term paper- 20%
20% for each of the tests (4 exams)

The final grade will be determined by the total percentage correct as follows:

90-100 A
80-89 B
70-79 C **Pluses and minus will not be used.**
60-69 D
0-59 F

Week	Date	Topic	Chapters
	August 21	Overview of Marketing	1
		Strategic Planning for Competitive Advantage	2
	August 28	Social Responsibility and Marketing Environment	3
		Developing a Global Vision	4
	September 4	Field Project	
	September 11	**Term paper outline due**	
		Test #1 (Chapters 1-4)	
	September 18	Consumer Decision Making	5
		Business Marketing	6
		Segments and Target Markets	7
	September 25	Decision Support Systems	8
		Product Concepts	9
		Developing and Managing Products	10
	October 2	**Test #2 Chapters 5-10**	
	October 9	Services and Nonprofit Marketing	11
		Marketing Channels	12
	October 16	**First draft paper due**	
		Retailing	13
		Integrated Marketing Communications	14
		Advertising and Public Relations	15
	October 23	**Test #3 Chapters 11-15**	
	October 30	**Book Report Due**	
		Book Report Presentations	
	November 6	**Book Report Presentations**	
	November 13	Sales Promotion and Personal Selling	16
		Pricing Concepts	17, 18
	November 20	Thanksgiving Holiday	
	November 27	CRM	19
	December 4	Term paper due	
		Test #4 (Chapters 16-19)	