Instructor: Lindell Phillip Chew

Office: 1005 Tower
Office Hours: 11:00 am-11:15 am MONDAY & WEDNESDAY (room 104 CCB)
2:00 pm-3:00 pm MONDAY & WEDNESDAY (room 205 SSB)
8:15 pm – 9:00 pm MONDAY & WEDNESDAY (room 216 SSB)
& other times by appointment in 1005 SSB

Office Phone: (314) 516-5626
Fax: (314) 516-6420 or (314) 576-8855
E-Mails: LPC1@umsl.edu or LINDELLPHILLIP@gmail.com

Class Time: 12:30pm-1:45pm (internet) 6:55pm-8:10pm (traditional)
Reference #: 10388 INT 001 13771 RSD E02
13681 INT C01
13682 INT S01
Room #: 205 SSB 216 SSB
Final Exam: Wed., May 11, 2011 7:45pm-9:45pm

Web site: http://www.umsl.edu/~buslchew/

Required Textbook: Joel R. Evans & Barry Berman, Marketing, 10th ed., 2007 or 11th ed., 2010


(optional reading)

Focus: This principles (introductory) marketing course will incorporate both the traditional and contemporary aspects of marketing comprehensively through a broadened view of marketing. Basic Marketing will examine both the character and importance of the marketing process, its essential functions and the institutions performing them in a thorough and balanced manner. Although the basic components of marketing, (e.g. consumer behavior, marketing research and product, distribution and price planning), will form the foundation of this introductory level course, contemporary techniques and topics will also be covered in depth (e.g. strategic planning and marketing, international marketing, service and non-profit marketing, organizational consumers, societal implications).

Grading: I. Three Examinations, Including Final* (125 points each, times three) (Ch. 1-8, 9-16, 17-22*) 375 points
II. Marketing Project (High Involvement Project) 125 points
III. Class Participation, 3 Quizzes (20 questions each multiple choice), Cases, Class Discussions, Quantitative Homework Problems and Other Presentations 100 points
** In addition, 22 quizzes at the Publishers’ Website (1 point per chapter)
TOTAL 600 Points

** Potential up to 25 bonus points
Total non exam related bonus points may not exceed 40

Grading Scale: 540 Points - A
480 Points - B
PLEASE NOTE:
Any violation of academic dishonesty (as interpreted by the instructor) will result in a grade of F for the course and.........

UNIVERSITY REGULATIONS PROHIBIT SMOKING IN THE BUILDING

Study packets for each exam (three) will be provided by the instructor on line at MY GATEWAY

This complete comprehensive archived class is available on the instructors web site. Google >LPC Enterprises or Lindell Phillip Chew, then click on contents and then click on the title >BASIC MARKETING or access through the MY GATEWAY > Course Information tab.

Calendar - Critical Dates: Winter/Spring 2011 Semester

<table>
<thead>
<tr>
<th>Jan</th>
<th>Critical Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>19</td>
<td>Wed</td>
<td>Class work begins</td>
</tr>
<tr>
<td>24</td>
<td>Mon</td>
<td>Last day graduate students may enroll for credit</td>
</tr>
<tr>
<td>24</td>
<td>Mon</td>
<td>Last day Registrar's Office will move students from the wait list</td>
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<table>
<thead>
<tr>
<th>Feb</th>
<th>Critical Date</th>
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<tbody>
<tr>
<td>2</td>
<td>Wed</td>
<td>HIGH INVOLVEMENT PROJECT TOPIC DUE</td>
</tr>
<tr>
<td>14</td>
<td>Mon</td>
<td>Last day any student may drop a winter-spring session course without satisfactory/unsatisfactory basis</td>
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<td></td>
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<td>High Involvement Project Research Day</td>
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<thead>
<tr>
<th>Mar</th>
<th>Critical Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>12</td>
<td>Mid Semester</td>
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<tr>
<td>26-Apr 3</td>
<td>Spring Break</td>
<td>master your High Involvement Project - NO CLASSES</td>
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<table>
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<tr>
<th>Apr</th>
<th>Critical Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>9</td>
<td>Sat</td>
<td>Last day student you may drop this class and receive an excused grade from me. Please note the Chew guarantee.</td>
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<tr>
<td>25</td>
<td>Mon</td>
<td>HIGH INVOLVEMENT PROJECT DUE</td>
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<tr>
<th>May</th>
<th>Critical Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>4</td>
<td>Wed</td>
<td>Last regular class</td>
</tr>
<tr>
<td>11</td>
<td>Final Exam</td>
<td>(chapters 17-22); Receive project scores</td>
</tr>
<tr>
<td>15</td>
<td>Close of Winter-Spring 2011 Semester</td>
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</tr>
<tr>
<td>14-15</td>
<td>Sat/Sun</td>
<td>Commencement – Winter-Spring Semester 2011</td>
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THERE WILL BE NO MAKE-UP EXAMINATIONS FOR THIS COURSE. GRADED PROJECTS AND OTHER ASSIGNMENTS WILL BE RETURNED TO STUDENTS.

Group e-mail will be established and sent to registered students e-mail account.

Assignment Information: Updated every MONDAY and WEDNESDAY evening-
Please see MY GATEWAY “announcements”

Lecture notes are provided in Microsoft Word and textbook Power Point slides are available thru MY GATEWAY - Course Documents.

<table>
<thead>
<tr>
<th>Syllabus</th>
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<tbody>
<tr>
<td>Week *</td>
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<tr>
<td>1-2</td>
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<td>3-4</td>
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<td>5-6</td>
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<tr>
<td>7-8</td>
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<tr>
<td>9-10</td>
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</tbody>
</table>

I EXAM (Chapters 1-8)

II EXAM (Chapters 9-16)
<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Chapters</th>
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<tbody>
<tr>
<td>11-12</td>
<td>Promotion planning, advertising, public relations, personal selling, and sales promotion</td>
<td>17,18,19</td>
</tr>
<tr>
<td>13-14</td>
<td>Price planning, developing a price strategy, and pricing techniques</td>
<td>20,21</td>
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<tr>
<td>15</td>
<td>Control: Integrating and analyzing marketing plans</td>
<td>22</td>
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**III EXAM**

(Chapters 17-22)
Basic Marketing

Video Topics #** *Lecture Topics (Tentative)

1 Structure and Introduction: An Overview of Marketing Part I
2 An Overview of Marketing Part II
3 The Environment of Marketing
4 Strategic Planning and Marketing: Part I
5 Strategic Planning and Marketing: Part II
6 Marketing Information Systems: Part I
   (Marketing Planning Execution and Control-Getting Quality Information)
7 Marketing Information Systems: Part II
   Application of Marketing Research (Design Process) Bridge to Understanding the Consumer
8 Understanding Consumers
   Directly Observable and Inferred Influences
9 Consumer Life Styles and Decision Making
10 Broadening the Scope - International Marketing
11 Broadening the Scope - Service Marketing
12 Broadening the Scope - Marketing and Society
13 Broadening the Scope - Video Cases in Action
14 Lifestyle Bridge to the Organizational Consumer (Business to Business)
15 The Organizational Consumer and Market Segmentation
16 Supplemental - Segmenting, Targeting and Positioning
17 Developing and Managing Products to Satisfy the Consumer
18 Conceiving, Developing and Managing New Products
19 Developing Products and Consumer Acceptance (Product Identity)
20 Mature Products, Product Extensions and Deletions
21 Branding, Branding, Branding
22 Packaging and Distribution
23 Distribution Planning (An Overview)
24 Wholesale Middlemen and Physical Distribution
25 RETAILING Part I
26 RETAILING Part II
27 Promotional Planning (An Overview)
28 Price Planning - An Overview
29 Pricing Strategy
30 Pricing Techniques
31 Pricing Planning - Video Cases in Action
<table>
<thead>
<tr>
<th>36</th>
<th>The Marketing Plan - An Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>Marketing Management</td>
</tr>
<tr>
<td></td>
<td>*We will address the core of these topics in class.</td>
</tr>
<tr>
<td>38</td>
<td>Careers in Marketing Evaluation</td>
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<td></td>
<td>**These lectures are also available on video tape (VHS 1/2 inch format - 1 hour each topic).</td>
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The semester marketing projects are a form of experiential learning. They are designed to give participating students an opportunity to apply the principles studies in this course to the "real world" preferably in relation to a setting of interest to the participating student(s) (e.g., family-owned business, a job or job opportunity and/or an interesting company, product or service.)

Students should organize in teams of two or three if possible. Individual Projects are also acceptable. The instructor will assist in facilitating this process.

Topics are due in writing on **WEDNESDAY, February 2, 2011**.

Marketing projects are due on **MONDAY, April 25, 2011**.

Marketing projects are to be submitted typed double-spaced. The usage of headings and subheadings with tabs dividing sections is suggested.

The length of this project -- (suggested minimum: typed double spaced)

<table>
<thead>
<tr>
<th>Team Size</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 student</td>
<td>6-9</td>
</tr>
<tr>
<td>2 student team</td>
<td>8-11</td>
</tr>
<tr>
<td>3 student team</td>
<td>9-15 (excluding reference &amp; title pages)</td>
</tr>
</tbody>
</table>

This project is worth 125 points. (Course has 600 points.)

The instructor will assist student participants in providing topic suggestions on request. Instructor has numerous outlines and project examples available for student review.

The following pages are a summary of suggested topics to use in formulating your marketing projects only if you are unable to choose a topic in conjunction with a business, product or service of your choice. You may combine two or more of these topics.

Project report must include the following:
- Title Page
- Table of Contents
- Reference Page
- Numbered Pages

Footnotes are not required.

Penalties will be assessed for late projects at the rate of two points per day/10 points per week.

Papers will be graded on the basis of:
- Level of Analysis
- Quality & Depth of Research
- Comprehensiveness
- Methodology Used
- Soundness of Conclusions

Samples of marketing projects (Involvement) are available in room 1020 SSB/Tower for you inspection.

Please see Professor Chew for grading criteria sheets.

DO NOT PROCRASTINATE!!!
BA 3700/206: BASIC MARKETING-L.P.CHEW
A Synopsis of each of the Eight Sections and Twenty Two Chapters of Our Text

PART 1

An Introduction to Marketing in the 21st Century

In Part 1, we begin our study of marketing and discuss concepts that form the basis for the rest of the text. **PLEASE focus on page 17 of our text and the DYNAMICS of the MARKETING PLANNING PROCESS (LPC Control Diagram) in your syllabus and under Course Information: MY GATEWAY**

Chapter 1 Marketing Today To begin our journey, we look at marketing’s dynamic nature, broadly define “marketing,” and trace the evolution of marketing. Special attention is paid to the marketing concept, a marketing philosophy, customer service, and customer satisfaction and relationship marketing. We also examine the importance of marketing, as well as marketing functions and performers.

Chapter 2 The Environment in Which Marketing Operates This chapter covers the complex environment within which marketing functions, with an emphasis on both the factors that can be controlled and those that cannot be controlled by an organization and its marketers. We show that without adequate environmental analysis, a firm may function haphazardly or be shortsighted.

Chapter 3 Developing and Enacting Strategic Marketing Plans Here, we first differentiate between strategic business plans and strategic marketing plans, and present the total quality approach to planning. Next, we examine different kinds of strategic plans and the relationships between marketing and other functional areas. We then present the steps in the strategic planning process. A sample outline for a strategic marketing plan is presented and the actual strategic marketing plan of a small firm is highlighted.

Chapter 4 Information for Marketing Decisions In this chapter, we discuss why marketing decisions should be based on sound information. We describe the role and importance of the marketing information system, which coordinates marketing research, continuous monitoring, and data storage and provides the basis for decision making. We also cover the steps in the marketing research process, and show that marketing research may involve surveys, observation, experiments, and/or simulation.

After reading Part 1, you should understand elements 1-5 of the strategic marketing plan outlined in Table 3-2.

PART 2

Broadening the Scope Of Marketing

In Part 2, we present an expanded perspective of marketing – one that is necessary today.

Chapter 5 Societal, Ethical, and Consumer Issues In this chapter, we examine the interaction of marketing and society. We begin by exploring the concept of social responsibility and discussing the impact of company and consumer activities on natural resources, the landscape, environmental pollution, and planned obsolescence. Next, ethics is discussed from several vantage points: business, consumer, global, and teachability. We then turn to consumerism and consider the basic rights of consumers: to information, to safety, to choice in product selection, and to be heard. The current trends related to the role of consumerism are also noted.

Chapter 6 Global Aspects of Marketing Here, we place marketing into a global context – important for both domestic and international firms, as well as those large and small. We distinguish among domestic, international, and global marketing. Then, we see why international marketing takes place and how widespread it is. Cultural, economic, political and legal, and technological factors are discussed. We conclude by looking at the stages in the development of an international marketing strategy: organization, entry decisions, degree of standardization, and product, distribution, promotion, and price planning.

Chapter 7 Marketing and the Internet At this point, we look at the emergence of the Internet and its impact on marketing practices. We show why the Internet is valuable in marketing and look at the many potential marketing roles for the Internet. Next, we cover how the Internet may be used to enhance a marketing strategy and present several examples. We end the chapter with a discussion of the challenges of the Internet in marketing and a forecast about the future of E-marketing.

After reading Part 2, you should understand elements 6-8 of the strategic marketing plan outlined in Table 3-2.

PART 3
In Part 3, we see why consumer analysis is essential and discuss consumer characteristics, needs, profiles, and decision making – and how firms can devise marketing plans responsive to today’s diverse global marketplace.

Chapter 8 Final Consumers This chapter is devoted to final consumer demographics, lifestyles, and decision making. We examine several specific demographics (objective and quantifiable characteristics that describe the population) for the United States and other countries around the globe. By studying final consumer lifestyles and decision making, we can learn about why and how consumers act as they do. Lifestyles encompass various social and psychological factors, many of which we note here. The decision process involves the performed steps as consumers move from stimulus to purchase or nonpurchase.

Chapter 9 Organizational Consumers Here, we focus on organizations purchasing goods and services for further production, use in operations, or resale to other consumers – business-to-business marketing. We look at how they differ from final consumers and at their individual characteristics, buying goals, buying structure, constraints on purchases, and decision process.

Chapter 10 Developing a Target Market Strategy We now discuss how to plan a target market strategy. Consumer-demand patterns and segmentation bases are examined; and undifferentiated marketing, concentrated marketing, and differentiated marketing are explained and contrasted. The requirements for successful segmentation and the importance of positioning are also considered. We conclude with a discussion of sales forecasting.

After reading Part 3, you should understand element 9 of the strategic marketing plan outlined in Table 3-2.

PART 4
Product Planning

A firm needs a systematic marketing plan if it is going to practice the marketing concept. This plan centers on the four elements of the marketing mix: product, distribution, promotion, and price. We present these elements in Parts 4 through 7, with Part 4 devoted to product planning.

Chapter 11 Basic Concepts in Product Planning Here, we define tangible, augmented, and generic products and distinguish among different types of consumer and industrial products (both goods and services). We look at product mix strategies, product management organizations, and product positioning in detail. The roles of branding and packaging in product planning are also covered. The chapter concludes with a look at the global dimensions of product planning.

Chapter 12 Goods Versus Services Planning In this chapter, we look at the scope of goods and services, and present a goods/services continuum. We review goods and services classification systems. Then, we study the special considerations in the marketing of services. We also see that service marketing has lagged behind goods marketing and why this is changing. At this point, our discussion turns to nonprofit marketing and its distinction from profit-oriented marketing. We examine how nonprofits can be classified and the role of nonprofit marketing in the economy.

Chapter 13 Conceiving, Developing, and Managing Products To conclude Part 4, we look at products from their inception to their removal from the marketplace. We present the concept of the product life cycle and discuss types of new products, reasons for new-product failures, and the new-product planning process. We explain the growth of products in terms of the adoption and diffusion processes, and note several methods for extending the lives of mature products. Product deletion strategies are also offered.

After reading Part 4, you should understand element 10 of the strategic marketing plan outlined in Table 3-2.

PART 5
Distribution Planning

Part 5 deals with distribution, the second major element of the marketing mix.

Chapter 14 Value Chain Management and Logistics Here, we study the value chain and value delivery chain, which encompass all activities and parties that create and deliver a given level of customer value. This requires careful planning as to the physical movement and transfer of ownership of a product from producer to consumer. We explore distribution functions, types of channels, supplier/distribution intermediary contracts, channel cooperation and conflict, the industrial channel, and international distribution. We also look at logistics, especially transportation and inventory management issues.

Chapter 15 Wholesaling In this chapter, we examine wholesaling – buying and/or handling goods and services and their subsequent resale to organizational users, retailers, and/or other wholesalers. We show wholesaling’s impact on the economy, its functions, and its
relationships with suppliers and customers. We describe the major company-owned and independent wholesalers and note trends in wholesaling.

Chapter 16 Retailing Here, we concentrate on retailing, which consists of those business activities involved with the sale of goods and services to the final consumer. We show retailing’s impact on the economy, its functions in distribution, and its relationship with suppliers. We categorize retailers by ownership, store strategy mix, and nonstore operations. We also describe several retail planning considerations and note trends in retailing.

After reading Part 5, you should understand element 11 of the strategic marketing plan outlined in Table 3-2.

PART 6

Promotion Planning

Part 6 covers promotion, the third major element of the marketing mix.

Chapter 17 Integrated Marketing Communications Here, we broadly discuss promotion planning – all communication used to inform, persuade, and/or remind people about an organization’s or individual’s goods, services, image, ideas, community involvement, or impact on society. We describe the basic types of promotion and the stages in a channel of communication. Next, we present the steps in developing an overall promotion plan. We conclude the chapter with global promotion considerations, and the legal environment and criticisms of promotion.

Chapter 18 Advertising and Public Relations In this chapter, we examine two of the four types of promotion: advertising and public relations. Advertising is paid, nonpersonal communication by an identified sponsor, and public relations is any form of image-directed communication by an identified sponsor or the independent media. We detail the scope and attributes of advertising and public relations, and describe the role of publicity. We discuss developing advertising and public relations plans in depth.

Chapter 19 Personal Selling and Sales Promotion Now, we focus on the two other key elements of a promotion mix: personal selling and sales promotion. Personal selling is oral communication with one or more prospective buyers by paid representatives for the purpose of making sales, and sales promotion is the paid marketing communication activities (other than advertising, publicity, or personal selling) that stimulate consumer purchases and dealer effectiveness. We describe the scope, characteristics, and stages in planning for both personal selling and sales promotion.

After reading Part 6, you should understand element 12 of the strategic marketing plan outlined in Table 3-2.

PART 7

Price Planning

Part 7 covers pricing, the fourth and final element of the marketing mix.

Chapter 20 Considerations in Price Planning In this chapter, we study the role of price, its importance, and its interrelationship with other marketing variables. Price-based and nonprice-based approaches are contrasted. We also look at each of the factors affecting price decisions in depth: consumers, costs, government, channel members, and competition.

Chapter 21 Developing and Applying a Pricing Strategy Here, we explain how to construct and enact a pricing strategy. First, we distinguish among sales, profit, and status quo objectives. Next, the role of a broad price policy is discussed. Then, we introduce three approaches to pricing (cost-, demand-, and competition-based) and show how they may be applied. We also explain why cost-, demand-, and competition-based pricing methods should be integrated. A number of pricing tactics, such as customary and odd pricing, are examined. The chapter concludes by noting methods for adjusting prices.

After reading Part 7, you should understand element 13 of the strategic marketing plan outlined in Table 3-2.

PART 8

Marketing Management

In Part 8, we tie together the concepts introduced in Chapters 1 through 21 and discuss planning for the future.

Chapter 22 Pulling It All Together: Integrating and Analyzing the Marketing Plan We first note the value of developing and analyzing integrated marketing plans. Next, the elements in a well-integrated marketing plan are examined: clear organizational mission, long-term
competitive advantages, precisely defined target market, compatible subplans, coordination among SBUs, coordination of the marketing mix, and stability over time. We then study five types of marketing plan analysis: benchmarking, customer satisfaction research, marketing cost analysis, sales analysis, and the marketing audit. These are valuable tools for evaluating the success or failure of marketing plans. We conclude with a look at why and how firms should anticipate and plan for the future.

After reading Part 8, you should understand elements 14 and 15 of the strategic marketing plan outlined in Table 3-2.