

**NEW JERSEY INSTITUTE OF TECHNOLOGY  
SCHOOL OF MANAGEMENT**

**COURSE SYLLABUS  
FALL 2002**

**PRINCIPLES OF MARKETING MRKT 330-001**

**I. Instructor Information**

<b>Instructor:</b>	Dr. Rajiv Mehta	<b>Tel. Numbers:</b>	973.596.6419 (Office) 732.376.9730 (Home)
<b>Office Hours:</b>	Monday 4:00-6:00 p.m. and Wednesday 2:00-3:00 p.m. And by appointment only.	<b>Office:</b>	SOM 3018
<b>Class Schedule:</b>	Monday 2:30-3:55 p.m. and Wednesday 11:30-12:55 p.m.	<b>Internet address:</b>	<a href="mailto:mehta@njit.edu">mehta@njit.edu</a>

**II. Course Information**

**Catalogue Description:**

Fundamentals of marketing in a global context are covered using lectures, cases, and class projects. Topics include product management, buying behavior, segmentation, total quality management, and social responsibility.

**Required Text:**

Boone, Louis E. and David L. Kurtz (2001), Contemporary Marketing, Tenth Edition, Dryden Press.

**Course Learning Objectives:**

Students completing this course will:

- learn the nature of marketing and its role in the management of an organization
- understand the role of marketing from a managerial standpoint and its relationship to the other functional areas of business
- understand marketing ethics and the responsibilities of marketing in society
- learn the dimensions of marketing in a global market
- understand how firms identify and satisfy customer needs
- learn how buying decisions are made by consumers
- understand the role of market segmentation and target markets
- understand the marketing mix elements and decisions for formulating marketing strategy
- be able to make products and services available at times and places that meet customers' needs
- be able to communicate information about those products and services to prospective buyers
- understand how to price goods and services to reflect costs, competition, and the customers' ability to buy
- be able to analyze marketing issues critically

**Project:**

You are responsible for conducting a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of a Fortune 100 company. **While writing the report be sure to integrate, where necessary, relevant concepts, theories and definitions from the chapters in the textbook or any other source of information.**

The report should be **professionally written, and carefully edited for grammar and spelling.** It should be typed using a standard word processing package. Be sure to use consistent fonts, font sizes, and spacing. You will be graded on the overall report, professional outlook, grammar, etc. The written project is due at the end of the pre-scheduled oral presentation. Overall, you must do a professional job. Use overheads and be prepared in advance for the presentation (do not read from your

reports). The project should have structure, content and style (verbal and visual). Use headings and sub-headings liberally.

The written project should be no more than **10 pages** long, not counting appendices. Use additional reference material and also be sure to cite all sources of information. Comprehensive project guidelines are provided to help you write your reports.

### III. Course Policies

#### **Instructional Method:**

The instructional delivery system will primarily consist of lectures as well as group discussion of course material and videos that exemplify the various marketing concepts.

#### **Course Assignments:**

Students should have read the assignments in advance and be prepared to discuss the material during the class. Assignments must be handed in by the predetermined date. No late assignments will be accepted.

#### **Class Participation:**

Class participation is taken to mean something beyond physical presence in class. It includes **raising interesting questions, answering questions intelligently, and contributing to class discussion on a continuing, not intermittent, basis.**

#### **Role of the Professor:**

In this course, the role of the professor is to serve as a guide, facilitator and moderator, not as a primary source of information. Class time will be devoted primarily for discussion, instruction as well as clarification purposes.

#### **Exams:**

Three multiple-choice mid-term exams will be given during the term and a final exam will be scheduled during final exam week. Do not miss any exam. **Make-up exams will be administered only for exceptional circumstances and must be arranged prior to the scheduled examination.** If not, the student will receive a zero for the test.

#### **Attendance Policy:**

All students are expected to be present, punctual and prepared for all classes. Attendance will be taken in every class, but is not mandatory. However, missing too many classes will negatively affect your class participation grade.

#### **Criteria for Course Performance Evaluation:**

First mid-term exam	25%
Second mid-term exam	30%
Third mid-term exam	25%
Project	15%
Class Attendance and Participation	<u>5%</u>
	<u>100%</u>

#### **Grading Policy:**

The following scale will be used to determine your grade for the class:

<b>GRADE</b>	<b>NUMERICAL SCORE</b>
A	90 - 100%
B+	87 - 89%
B	80 - 86%
C+	77 - 79%
C	70 - 76%
D+	67 - 69%
D	60 - 66%
F	Below 60%

**Note:** Once assigned, grades will not be changed under any circumstances unless there is a computational error. There are no exceptions to this rule. No additional assignments will be given to increment your grade.

**Academic Integrity Statement:**

If I believe an exam or test has been compromised, I reserve the right to retest the whole class or any individual in the class. Violations of the University's academic code include, but are not limited to: possession of, or use of unauthorized materials during exams; providing information to another student. Violations may result in academic penalties, including receiving an "F" in this course.

**Contacting the Instructor:**

You may contact me at my office or home. If I am not available, please leave your name, phone number and message. Your call will be returned as soon as possible.

**Caveat:**

The instructor reserves the right to change or revise the syllabus during the course of the term.

<b>TENTATIVE SCHEDULE</b>	
<b>LECTURE TOPICS AND ASSIGNMENTS FOR WEEK OF:</b>	
<b>September 4</b>	<b>INTRODUCTION</b>
<b>September 9</b>	<p><b><u>CHAPTER 1: CUSTOMER-DRIVEN MARKETING</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Explain how marketing creates utility through the exchange process.</li> <li>2. Contrast marketing activities during the four eras in the history of marketing.</li> <li>3. Define the marketing concept and its relationship to marketing myopia.</li> <li>4. Describe the five types of nontraditional marketing.</li> <li>5. Identify the basic elements of a marketing strategy and the environmental characteristics that influence strategy decisions.</li> <li>6. Outline the changes in the marketing environment due to technology and relationship marketing.</li> <li>7. Identify the universal functions of marketing.</li> <li>8. Demonstrate the relationship between ethical business practices and marketplace success.</li> </ol> <p><b><u>CHAPTER 2: THE MARKETING ENVIRONMENT, ETHICS, AND SOCIAL RESPONSIBILITY</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Identify the five components of the marketing environment.</li> <li>2. Explain the types of competition and the steps necessary for developing a competitive strategy.</li> <li>3. Describe how government and other groups regulate marketing activities and how marketers can influence the political-legal environment.</li> <li>4. Outline the economic factors that affect marketing decisions and consumer buying power.</li> <li>5. Discuss the impact of the technological environment on a firm's marketing activities.</li> <li>6. Explain how the social-cultural environment influences marketing.</li> <li>7. Describe the role of marketing in society and identify the two major social issues in marketing.</li> <li>8. Identify each of the four levels of the social responsibility pyramid.</li> </ol>
<b>September 16</b>	<p><b><u>CHAPTER 3: GLOBAL DIMENSIONS OF MARKETING</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Describe the importance of international marketing.</li> <li>2. Identify the major components of the environment for international marketing.</li> <li>3. Outline the basic functions of WTO, NAFTA, and the European Union.</li> <li>4. Compare the alternative strategies for entering international markets.</li> <li>5. Differentiate between a global marketing strategy and a multi-domestic marketing strategy.</li> <li>6. Describe the alternative marketing mix strategies used in international marketing.</li> <li>7. Explain the attractiveness of the United States as a target market for foreign marketers.</li> </ol>

September 23	<p align="center"><b><u>CHAPTER 6: MARKETING PLANNING AND FORECASTING</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Distinguish between strategic planning and tactical planning.</li> <li>2. Explain how marketing plans differ at various levels in an organization.</li> <li>3. Identify the steps in the marketing planning process.</li> <li>4. Describe the concept of SWOT analysis and its major elements.</li> <li>5. Explain how the strategic business unit concept, the market share/market growth matrix, and the market attractiveness/business strength matrix can be used in marketing planning.</li> <li>6. Identify the major types of forecasting methods.</li> <li>7. Explain the steps in the forecasting process.</li> </ol>
September 30	<p align="center"><b><u>CHAPTER 8: MARKET SEGMENTATION, TARGETING, AND POSITIONING</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Identify the essential components of a market.</li> <li>2. Outline the role of market segmentation in developing a marketing strategy.</li> <li>3. Describe the criteria necessary for effective segmentation.</li> <li>4. Explain each of the four bases for segmenting consumer markets.</li> <li>5. Identify the steps in the market segmentation process.</li> <li>6. Discuss four alternative strategies for reaching target markets.</li> <li>7. Summarize the types of positioning strategies and the purposes of positioning products.</li> </ol> <p><b><i><u>FIRST MID-TERM EXAM (CHAPTERS 1, 2, 3, 6, AND 8): OCTOBER 1</u></i></b></p>
October 7	<p align="center"><b><u>CHAPTER 9: CONSUMER BEHAVIOR</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Differentiate between customer behavior and consumer behavior.</li> <li>2. Identify the interpersonal determinants of consumer behavior.</li> <li>3. Explain each of the personal determinants of consumer behavior.</li> <li>4. Explain how marketers classify behavioral influences on consumer decisions.</li> <li>5. Outline the steps in the consumer decision process.</li> <li>6. Differentiate among routinized response behavior, and problem solving methods.</li> </ol>
October 14	<p align="center"><b><u>CHAPTER 11: PRODUCT STRATEGIES</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Explain the broader marketing view of products, and differentiate services from other products.</li> <li>2. Discuss the roles of top management and employees in implementing total quality management.</li> <li>3. Explain the role benchmarking plays in achieving continuous improvement.</li> <li>4. List the classifications of consumer goods and services, and briefly describe each category.</li> <li>5. Describe each of the types of business goods and services.</li> <li>6. Explain how environmental factors affect services.</li> <li>7. Explain why most firms develop lines of related products rather than marketing individual items.</li> <li>8. Explain the concept of the product life cycle and how a firm can extend a product's life cycle.</li> <li>9. Identify the major product mix decisions that marketers must make.</li> <li>10. Discuss segmentation strategies and the marketing mix for services.</li> </ol> <p align="center"><b><u>CHAPTER 12: BRAND MANAGEMENT AND NEW PRODUCT PLANNING</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Explain the benefits of branding and brand management</li> <li>2. Describe the different types of brands.</li> <li>3. Explain the strategic value of brand equity.</li> <li>4. Describe how firms develop strong identities for their products and brands.</li> <li>5. Identify alternative new product development strategies.</li> <li>6. Identify the determinants of a new product's rate of adoption and ways for accelerating adoption.</li> <li>7. Explain the various organizational structures for new product development.</li> <li>8. List the stages in the new product development process.</li> </ol>
October 21	<p align="center"><b><u>CHAPTER 13: MARKETING CHANNELS AND LOGISTICS MANAGEMENT</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Describe the role that marketing channels and logistics play in marketing strategy.</li> <li>2. Describe the various types of distribution channels available to marketers.</li> <li>3. Outline the major channel strategy decisions.</li> <li>4. Describe the concepts of management, conflict, and cooperation within the marketing channel.</li> </ol>

	<ol style="list-style-type: none"> <li>Identify and compare the major components of a physical distribution system.</li> <li>Outline the sub-optimization problem in logistics.</li> <li>Explain the impact of transportation deregulation on logistics activities.</li> <li>Compare the major transportation alternatives on the basis of speed, dependability, cost, frequency of shipments, availability in different locations, and flexibility in handling products.</li> <li>Discuss how combined transportation modes can improve physical distribution.</li> </ol>
<b>October 28</b>	<p align="center"><b><u>CHAPTER 14: RETAILING, WHOLESALING, AND DIRECT MARKETING</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>Identify the functions performed by wholesaling intermediaries.</li> <li>Identify the major types of independent wholesaling intermediaries.</li> <li>Explain how retailers select target markets.</li> <li>Show how the elements of the marketing mix apply to retailing strategy.</li> <li>Explain the concept of scrambled merchandising.</li> <li>Compare the basic types of direct marketing and non-store retailing.</li> </ol> <p align="center"><b><u>SECOND MID-TERM EXAM (CHAPTERS 9, 11, 12, 13, AND 14): OCTOBER 30</u></b></p>
<b>November 4</b>	<p align="center"><b><u>CHAPTER 19: MANAGING THE PRICING FUNCTION</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>Compare the alternative pricing strategies and explain when each strategy is most appropriate.</li> <li>Describe how prices are quoted.</li> <li>Identify the various pricing policy decisions that marketers must make.</li> <li>Relate price to consumer perceptions of quality.</li> <li>Contrast competitive bidding and negotiated prices.</li> <li>Explain the importance of transfer pricing.</li> <li>Compare the three alternative global pricing strategies.</li> <li>Relate the concepts of cannibalization, bundle pricing, and bots to online pricing strategies.</li> </ol>
<b>November 11</b>	<p align="center"><b><u>CHAPTER 15: INTEGRATED MARKETING COMMUNICATIONS (IMC)</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>Relate the concept of IMC to the development of an optimal promotional mix.</li> <li>Explain the relationship of promotional strategy to the process of communication.</li> <li>List the objectives of promotion.</li> <li>Explain the concept of the promotional mix and its relationship to the marketing mix.</li> <li>Discuss the role of sponsorship and direct marketing in IMC planning.</li> <li>Identify the primary determinants of a promotional mix.</li> <li>Contrast the two major alternative promotional strategies.</li> <li>Compare the primary methods of developing a promotional budget.</li> <li>Defend promotion against common public criticisms.</li> </ol> <p align="center"><b><u>HAND IN PROJECTS ON SWOT ANALYSIS: NOVEMBER 13</u></b></p>
<b>November 18</b>	<p align="center"><b><u>CHAPTER 16: ADVERTISING, SALES PROMOTION, AND PUBLIC RELATIONS</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>Explain the current status of advertising, sales promotion, and public relations in today's promotional strategies, and identify two recent trends in advertising.</li> <li>Identify the major types of advertising.</li> <li>Describe the process of creating an advertisement.</li> <li>List and compare the major advertising media.</li> <li>Outline the organization of the advertising function and the role of an advertising agency.</li> <li>Identify the principal methods of sales promotion.</li> <li>Explain the roles of public relations, and publicity in promotional strategy.</li> <li>Explain how marketers assess promotional effectiveness.</li> <li>Discuss the importance of ethics in a firm's promotional activities.</li> </ol>
<b>November 25</b>	<p align="center"><b><u>CHAPTER 17: PERSONAL SELLING AND SALES MANAGEMENT</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>Explain the relative importance of personal selling in the promotional mix.</li> <li>Contrast over-the-counter selling, field selling, telemarketing, and inside selling.</li> <li>Describe each of the four major trends in personal selling.</li> <li>Identify the three basic sales tasks.</li> <li>Outline the steps in the sales process.</li> </ol>

	6. Describe the sales manager's boundary-spanning role. 7. List and discuss the functions of sales management. 8. Discuss the role of ethics in personal selling and sales management.
<b>December 2</b>	<p align="center"><b><u>CHAPTER 4: E-COMMERCE: ELECTRONIC MARKETING AND THE INTERNET</u></b></p> <p><b><i>Learning Objectives:</i></b></p> <ol style="list-style-type: none"> <li>1. Define e-commerce and give examples of each function of the Internet.</li> <li>2. Describe how marketers use the Internet and World Wide Web to achieve their firm's objective.</li> <li>3. Explain how online marketing benefits organizations, marketers, and consumers.</li> <li>4. Identify the most frequent Internet buyers and sellers and the goods and services marketed most often on the Internet.</li> <li>5. Identify the primary online marketing channels.</li> <li>6. Explain how marketers use Web kiosks, smart cards, and virtual coupons and samples as part of their online marketing strategies.</li> <li>7. Describe how an effective Web site can enhance customer relationships.</li> <li>8. Explain how marketers measure the effectiveness of their online marketing efforts.</li> </ol> <p><b><u>PRESENTATIONS</u></b></p> <p><b><u>THIRD MID-TERM EXAM (CHAPTERS 4, 15, 16, 17, AND 19): DECEMBER 4</u></b></p>
<b>December 9</b>	<b><u>PRESENTATIONS</u></b>
<b>December 16</b>	<b><u>PRESENTATIONS AND CUMULATIVE FINAL EXAM AS PER EXAM SCHEDULE</u></b>
<b><i>GOOD LUCK AND HAVE A PRODUCTIVE SEMESTER</i></b>	

## **PROJECT GUIDELINES FOR THE STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS**

- **The SWOT Analysis contains the following six sections. Each of these have been identified and outlined below. Use each of these as headings in the paper.**
- **Headings should be centered (in bold) and subheadings should appear on the side (in bold) in the paper.**
- **For Sections II through IV, first define and discuss the appropriate concepts (i.e., the theory) from any source of information.**

### **I. INTRODUCTION**

- Provide an appropriate introduction and transition for your paper.

#### **A. Purpose**

- Specifically state the purpose and objectives of your report, which is to conduct the Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. What is to be gained from performing this assessment.
- State how your report is organized. (For example: The Situation Analysis is presented in section one. This is followed by a discussion of the SWOT Analysis in section two. In section three, ...)

### **II. SITUATION ANALYSIS**

#### **A. Historical Background**

- Define and discuss the nature of the firm, sales and profit history, and current situation.

#### **B. Competitive Analysis (see Chapter 2 for additional information)**

- Discuss the nature of the markets—size, characteristics, competitors' strategies and activities.
- Describe the competitors, size, sales, products, etc.,
- Based on the above discussion what marketing opportunities exist for this firm?
- How does the firm stack up against the competition?

### **III. SWOT ANALYSIS (see Chapter 6 for additional information)**

- Define and discuss what the purpose of a SWOT analysis is and how it can help a firm.
- Develop a SWOT Analysis Table using bullets in the Appendix.

#### **A. Assessment of Strengths**

- Discuss the **strengths** of the firm that you have identified in the Table in the Appendix in detail.
- **Provide analytical evidence in the form of your suggestions and recommendations regarding the firm's strengths. (This is a very important part of your report.)**

#### **B. Assessment of Weaknesses**

- Discuss the **weaknesses** of the firm that you have identified in the Table in the Appendix in detail.
- **Provide analytical evidence in the form of your suggestions and recommendations regarding the firm's weaknesses. (This is a very important part of your report.)**

#### **C. Assessment of Opportunities**

- Discuss the **opportunities** of the firm that you have identified in the Table in the Appendix in detail.
- **Provide analytical evidence in the form of your suggestions and recommendations regarding the firm's opportunities. (This is a very important part of your report.)**

#### **D. Assessment of Threats**

- Discuss the **threats** of the firm that you have identified in the Table in the Appendix in detail.
- **Provide analytical evidence in the form of your suggestions and recommendations regarding the firm's threats. (This is a very important part of your report.)**

### **IV. CONCLUSIONS AND RECOMMENDATIONS**

- Briefly gloss over, restate and summarize the salient points of your report.
- Summarize your recommendations about the firm.

## V. REFERENCES

- Provide all references using a standard citation style. For example use **footnotes** (see your text for examples) or use the following style:
- For example: According to Boone and Kurtz (1999; p. 473).....
- For example: Marketing can be defined as “the process of.....” (Boone and Kurtz 1999; p. 25).
- References should be cited as follows:

Barnett, T. R. and Danny R. Arnold (1989), “Justification and Application of Path-Goal Contingency Leadership Theory to Marketing Channel Leadership,” Journal of Business Research, 19: 283-292.

Brown, James R. and Gary Frazier (1978), “The Application of Channel Power: Its Effects and Connotations.” In Research Frontiers in Marketing, Dialogues and Directions, Subhash C. Jain (ed.), Chicago, IL: American Marketing Association: 266-270.

## VI. APPENDICES

- Provide all graphs, charts and exhibits in this section of the report.
- Label each with a heading and Table or Figure number. If you put it in the Appendix, it is for a specific purpose. Thus, it should be addressed in the body of the report.

## **ADDITIONAL SUGGESTIONS FOR WRITING THE STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS**

- Before you start writing the report, read the **Project Guidelines**. Use it as a checklist to ensure that all the topics have been covered.
- Going by the guidelines does not mean that you will automatically earn an “A.” Go above and beyond the suggested guidelines. BE IMAGINATIVE, AND INNOVATIVE, AND USE YOUR COLLECTIVE SKILLS CREATIVELY.
- Write the report in **third person**. Do not use I, we, us, etc.
- I will not accept nor correct any project that is not **typed (use Times font, size 12, single spacing, page numbers, 1 inch margins, etc.)**.
- Use material from other sources as a starting point. **You must use at 10-15 different sources of information. What I would like to read in the report in particular is your analytical evidence in the form of recommendations and suggestions.** This is your contribution to the project. Without this your report contains nothing but useless information, which is gathered from extraneous sources. For instance, don’t just state that the firm does not use sales promotion. Instead indicate how the firm should use sales promotion to increase sales. This is what represents analytical evidence.
- Make sure that the cites have been properly reported. Cite anything you use from external sources. If you use any information verbatim, make sure it is in “quotes”. **If you do not cite material used then you are plagiarizing.**
- At least 2-3 days before you hand in the report carefully edit it. An effective way to correct your report is to read aloud respective sections and check for grammatical mistakes.
- Make sure that the paper has a cover page, topic, name, term, year, Table of Contents on a separate page, etc.
- You are responsible for coming to class on time on the day the project is due. Do not be running around last moment making corrections and printing the report.



***EXAMPLE***

**Project**

**IBM:  
AN ANALYSIS OF STRENGTHS, WEAKNESSES,  
OPPORTUNITIES AND THREATS (SWOT)**

**Prepared for:  
Dr. Rajiv Mehta**

**Prepared by:  
Patrick Murphy**

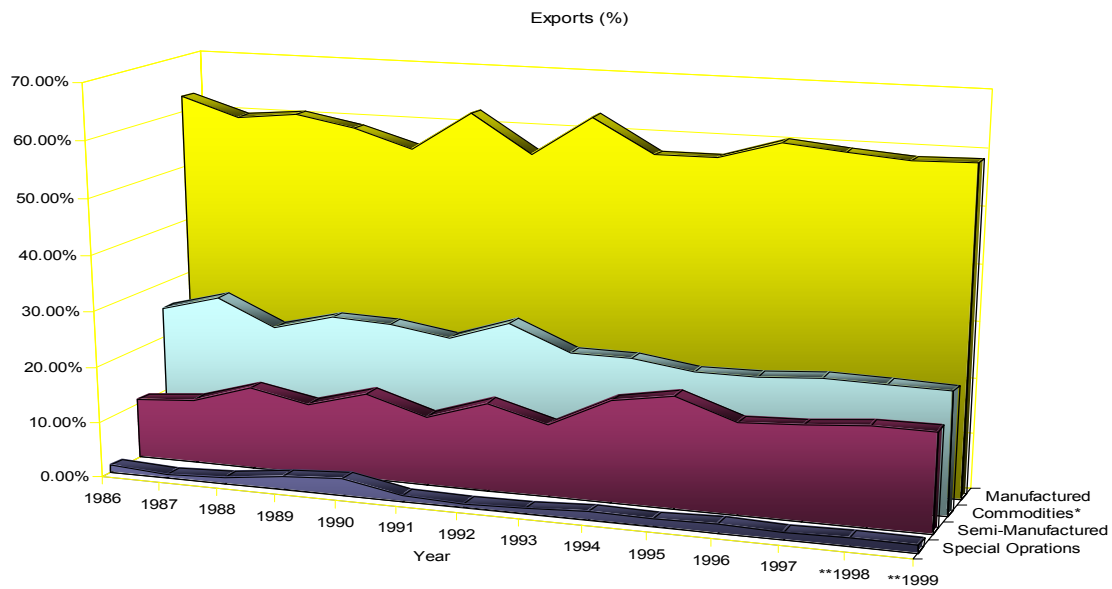
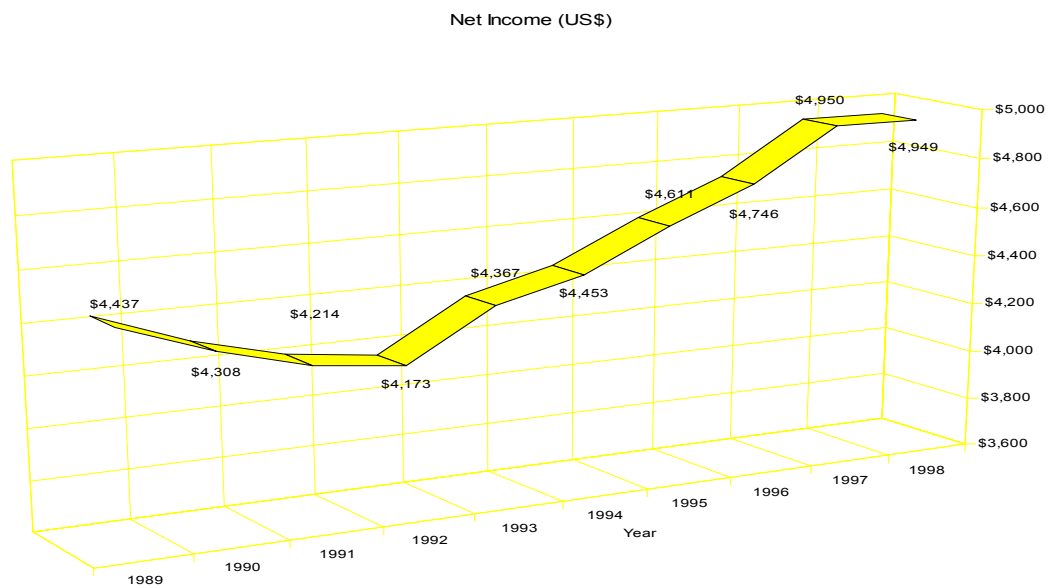
**Basic Marketing  
MRKT B330-001  
Fall 2002**

**EXAMPLE****TABLE OF CONTENTS**

	<b><u>Page</u></b>
<b>INTRODUCTION .....</b>	<b>1</b>
<b>A. Purpose</b>	
<b>SITUATION ANALYSIS.....</b>	<b>2</b>
<b>A. Historical Background</b>	
<b>B. Competitive Analysis</b>	
<b>SWOT ANALYSIS.....</b>	<b>4</b>
<b>A. Assessment of Strengths</b>	
<b>B. Assessment of Weaknesses</b>	
<b>C. Assessment of Opportunities</b>	
<b>D. Assessment of Threats</b>	
<b>CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>10</b>
<b>REFERENCES.....</b>	<b>11</b>
<b>APPENDICES.....</b>	<b>12</b>
<b>Table 1: SWOT ANALYSIS FOR IBM</b>	
<b>Figure 1: IBM's EXPORTS</b>	
<b>Figure 2: IBM's NET INCOME</b>	

## APPENDIX

[illegible]

**Figure 1: IBM's EXPORTS****Source:****Figure 2: IBM's NET INCOME****Source:**