

Introduction to Marketing

11:373:231-01

Instructor: Ned Lipman

Office: Law's House, 102 Ryders Lane
New Brunswick, NJ 08901-8519

Telephone: 732-932-9271

Email: lipman@njaes.rutgers.edu

Text: Contemporary Marketing, Boone and Kurtz
Please contact office for current edition
(Textbook is mandatory for this class)

Grading: 60% Hourlies (3 at 20%)
40% Final Examination
A = 90 – 100
B+ = 87 - 89
B = 80 - 86
C+ = 77 - 79
C = 70 - 76
D = 64 - 69
F = Below 64

Make-ups: No make-ups for hourlies or final exam unless special arrangements are made in advance. Only written physician excuses will be considered for missing an exam.

Attendance: Students are expected to attend class for the total period. Late arrivals or early departures are disruptive to other students and will negatively impact your final grade. Attendance is taken at the beginning of class. Late arrivals will be graded absent. More than 3 absences will result in a lower final grade

Communication devices and/or laptops are not to be used in this course during lectures and exams.

Learning Goals:

The course aims to achieve the attainment of learning goals through these specific objectives.

By the end of the course students will be able to:

1. Explain the fundamental principles of marketing
 - Price
 - Product
 - Distribution
 - Promotion
2. Analyze and identify the marketing decisions surrounding product, distribution, promotion and pricing
3. Develop/identify the elements of a marketing plan, the branding or promotion of a product
4. Discuss and establish a position on ethics-related issues in marketing

<u>Meeting</u>	<u>Topic</u>
1	Introduction to the Fundamentals of Marketing – It’s all about UVP! <i>(Chapter 1)</i>
2	The Playing Field on Which Marketing Strategies are Employed <i>(Chapter 3)</i>
3	Strategic and Marketing Planning <i>(Chapter 2)</i>
4	E-Commerce – Will it Prove to be the Ultimate Distribution Strategy? <i>(Chapter 5)</i>
5	Social Media – Today’s Marketing Frontier <i>(Chapter 4)</i>
6	Today's Marketing is all About Creating Relationships – Customer Relationship Management (CRM) <i>(Chapter 11)</i>
7	How Do You Define and Reach Your Target Market? -- Market Segmentation and Positioning <i>(Chapter 9)</i>
8	You Can't Sell Product if it is Not Priced Right – Pricing Strategies and Pitfalls <i>(Chapter 18)</i>
9	First Examination (20%)
10	You Can't Sell Product if it is Not Priced Right – Pricing Strategies and Pitfalls <i>Continued (Chapter 18)</i>
11	Managing Your Pricing Goals and Policies <i>(Chapter 19)</i>
12	How and Why Do Consumers Behave the Way They Do? <i>(Chapter 6)</i>
13	B2B Marketing - How is it Unique? <i>(Chapter 7)</i>
14	Marketing Research Methods and Strategies – It’s All About Assessment <i>(Chapter 10)</i>
15	Products/Services/Quality! <i>(Chapter 12)</i>
16	Products/Services/Quality! <i>Continued - (Chapter 12)</i>
17	New Product Planning and Brand Management <i>(Chapter 13)</i>
18	Second Examination (20%)
19	New Product Planning and Brand Management <i>Continued - (Chapter 13)</i>
20	Promotional Strategies – Integrated Marketing Communications <i>(Chapter 16)</i>
21	The Tricks of Advertising, Sales Promotion and Public Relations <i>(Chapter 16)</i>
22	Personal Selling and Sales Management Practices – You Are Always Selling! <i>(Chapter 17)</i>
23	Supply Chain Management and Marketing Channels <i>(Chapter 14)</i>
24	The Sciences of Retailing, Wholesaling and Direct Marketing <i>(Chapter 15)</i>
25	<i>Continued discussion on Direct Marketing (Chapter 15)</i>
26	Marketing Challenges and Global Opportunities <i>(Chapter 8)</i>
27	Exploring Marketing Careers <i>(Appendix)</i>
28	Third Examination (20%)

FINAL EXAMINATION (40%) - Date and Time TBA
BRING #2 PENCILS + CALCULATORS + INITIATIVE = UVP