



J820 Marketing Fundamentals for Communicators

Fall 2016

250 Regnier Hall

Wednesday, 6:30 – 9:00 p.m.

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Office Hours: Before and after class and by appointment

Textbooks: *Marketing Management, 15th Edition* by Kotler and Keller
Associated Press Stylebook (recommended)

Course Description: As the official course description says, “The course is designed to provide a fundamental understanding of marketing theory and process and how these theories relate to Integrated Marketing Communications. Specific focus will be spent on the marketing environment, the marketing mix, market segmentation, planning, execution and measurement. As part of the class, students will learn the components of a marketing plan and how to develop a plan based on specific quantifiable corporate objectives.”

Given that mission, we’ll focus on marketing issues that all organizations face, including *What are our long-term goals and objectives? Who are our competitors and what are their strategic advantages? What marketing opportunities and threats do we face from the environment? What new markets and products should we be investigating for growth opportunities? Who are our best customers and how can we maintain their loyalty? What are our marketing strengths and weaknesses? How do we manage our marketing mix in an integrated fashion in order to meet organizational goals? How do we evaluate the return on our marketing efforts and resources?* In all these issues, we’ll strive to be mindful of their impact on integrated marketing communications.

The emphasis throughout the class is on methods to help us address such issues.

Course Objectives: By the end of this semester you should:

- Understand the strategic marketing planning process and its relationship to an organization's overall mission, goals and objectives.
- Understand the relationship of marketing planning to the integrated marketing communication process.
- Gain the knowledge and skills necessary to conduct SWOT, market, competitive and consumer analyses as part of an overall environmental scan for an organization.

- Appreciate the importance of diversity within the key processes of segmenting, targeting and positioning (STP).
- Be better able to use secondary and primary research techniques to improve marketing decisions.
- Understand the fundamental importance of the marketing mix and how pricing, product development, distribution and promotion decisions are made.
- Apply the knowledge and skills developed throughout the semester within a strategic marketing scenario.

Have a more complete marketing vocabulary and an expanded set of marketing resources and contacts.

Blackboard: We'll use KU Blackboard for quizzes and assignment submission. Go to <https://courseware.ku.edu/> to log in.

Social Media Accounts: I highly recommend you create a bookmarking account (examples: Delicious.com or Endnote) to save recommended resource and article links.

Assignments and Points (subject to change):

<u>Assignment</u>	<u>Percentage</u>
Online quizzes	25 percent
In-class quizzes	30 percent
Sonic scenario	20 percent
Final exam	25 percent

Our approach is here is basic and, academically, has proven to be successful. You'll be asked about the core concepts again and again in five different formats: (1) online quizzes; (2) class discussions of the chapters and the online quizzes; (3) in-class quizzes; (4) application of concepts to a particular scenario; and (5) a final exam. By December, the core ideas of this course should seem like old friends.

Grading: Your final grade will be based on a scale of 90%, 80%, 70%, 60% of the total points possible. A 90% would be an A-. An 89% would be a B+. The School of Journalism uses a plus/minus grading system.

Attendance and Assignments: You're allowed one unexcused absence from the course. Each unexcused absence after that will reduce your course grade by a plus or minus. If you know in advance that you will be missing class, please inform me via email or phone. Preparation and participation are basic requirements at the graduate level. If you have problems with either of these, we'll meet. If your preparation/ participation don't improve, your grade may be reduced by one letter.

Deadlines are important and assignments must be turned in on time. An unexcused late assignment will result in a 10 percent reduction of that grade for each 24-hour period that

it's late. In all cases, if you have a good reason for missing class or turning in late work, you must make arrangements with me before missing class.

Journalism School Policy on Classroom Attendance:

No student may add a journalism class after the 20th day of a semester.

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Inclement weather: For notification of class cancellations due to inclement weather, please sign up for text message notification alerts in your emergency contacts in Enroll & Pay at sa.ku.edu. Class cancellations will also be posted on the Edwards Campus homepage at edwardscampus.ku.edu, broadcast on local television and radio stations, and updated on the Class Cancellation Line at 913-897-8499. The decision to cancel classes that start before 4:00 p.m. is made by 7:00 a.m. For classes that start after 4:00 p.m., a decision is made by 2:00 p.m.

Special needs: The Academic Achievement and Access Center offers services and programs to assist students in their academic success. It also coordinates services for students with disabilities. AAAC is responsible for determining student eligibility for accommodations, recommending reasonable and appropriate accommodations for each class, and facilitating the approved accommodations in consultation with the student and instructor. For more information about AAAC, see achievement.ku.edu. To begin the process at the Edwards Campus, students should meet with Misty Chandler, Student Services Director, at misty.chandler@ku.edu (913-897-8461).

Professionalism: Please turn off your cell phone during class. (If you have special circumstances and need phone access, let me know prior to class and we'll work something out.) You may use laptops for taking notes, but NOT for Web browsing or checking email. A second offense means you lose this privilege.

Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism

Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification

Unauthorized alteration or invention of any information or citation in an academic exercise.

Copying or Recording: Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Course Schedule

Aug 24

Welcome!

Introductions

Course overview

Syllabus and expectations

The Marketing Syllogism: One way of understanding what we're doing

Aug 31

Part 1: Understanding Marketing Management

***Online quiz due before class**

Reading assignment

Chapter 1: Defining Marketing for the New Realities

Appendix: Sonic Marketing Plan, pp. A1-A7

- **Always read chapter introductions with example**
- **You can skip/skim these sections in Chapter One:**
 - The Value of Marketing, pp. 3-4
 - The New Marketing Realities, pp. 13-15

Sept 7 Part 1: Understanding Marketing Management***Online quiz due before class****Reading assignment****Chapter 2: Developing Marketing Strategies and Plans**

- Always read chapter introductions with example
- Read entire chapter
- Of all the tables and charts, here are the key ones:
 - Table 2.2: Product vs. Market Orientations, p. 40
 - Marketing Memo, p. 55
 - Sample Marketing Plan, pp. 61-65. (Be sure to scan this one.)

Sept 14 Part 2: Capturing Marketing Insights***Online quiz due before class*****Sonic Questions (Chapter 2) due before class*****Short in-class quiz over Part 1 (Chapters 1 & 2)****Reading assignment:****Chapter 3: Collecting Information and Forecasting Demand**

- Always read chapter introductions with example
- You can skip/skim these sections:
 - Pp. 78-84 (various environments)

Sept 21 Part 2: Capturing Marketing Insights***Online quiz due before class*****Sonic Questions (Chapter 3) due before class****Reading assignment:****Chapter 4: Conducting Marketing Research**

- Always read chapter introductions with example
- You can skip/skim these sections:
 - The two Marketing Memos

Sept 28 **Part 3: Connecting with Customers**

- *Online quiz due before class**
- *Sonic Questions (Chapter 4) due before class**
- *Short in-class quiz over Part 2**

Reading assignment:

Chapter 5: Creating Long-term Loyalty Relationships

- Always read chapter introductions with example
- You can **skip/skim** these sections:
 - The Marketing Memo, p. 139
 - The two tables on p. 140
 - Brand Communities, pp. 143-145

Oct 5 **Part 3: Connecting with Customers**

- *Online quiz due before class**
- *Sonic Questions (Chapter 5) due before class**

Reading assignment:

Chapter 6: Analyzing Consumer Markets

Chapter 7 – Analyzing Business Markets

- Always read chapter introductions with example
- For **Chapter 6**, You can **skip/skim** these sections:
 - Learning, Emotions, Memory, 169-172
 - Behavioral Decision Theory and Economics, 180-183
- For **Chapter 7**, just read this section
 - What is Organizational Buying?, pp. 189-193

Oct 12 **Part 4: Building Strong Brands**

- *Online quiz due before class**
- *Sonic Questions (Chapters 6 & 7) due before class**
- *Short in-class quiz over Part 3**

Reading Assignment:

Chapter 9: Identifying Market Segments and Targets

- Always read chapter introductions with example

- You can skip/skim these sections:
Michael Porter's five forces, pp. 263, 264

Oct 19 **Part 4: Building Strong Brands**

- *Online quiz due before class
- *Sonic Questions (Chapter 9) due before class

Reading Assignment:

Chapter 10: Crafting the Brand Positioning

Chapter 11: Creating Brand Equity

Oct 26 **Part 5: Creating Value**

- *Online quiz due before class
- *Sonic Questions (Chapters 10 & 11) due before class
- *Short in-class quiz over Part 4

Reading Assignment:

Chapter 13: Setting Product Strategy

Chapter 14: Designing and Managing Services

Nov 2 **Part 5: Creating Value**

- *Online quiz due before class
- *Sonic Questions (Chapters 13 & 14) due before class

Reading Assignment:

Chapter 15: Introducing New Market Offerings

Nov 9 **Part 5: Creating Value**

- *Online quiz due before class
- *Sonic Questions (Chapters 15) due before class

Reading Assignment:

Chapter 16: Developing Pricing Strategies and Programs

Nov 16 **Part 6: Delivering Value**

- *Online quiz due before class**
- *Sonic Questions (Chapter 16) due before class**
- *Short in-class quiz over Part 5**

Reading Assignment:

Chapter 17: Designing and Managing Integrated Marketing Channels

Nov 23 **Thanksgiving Break**

Nov 30 **Part 7: Communicating Value**

- *Online quiz due before class***
- *Sonic Questions (Chapter 17) due before class**

Reading Assignment:

Chapter 19: Designing and Managing Integrated Marketing Communications

Dec 7 **Review for final exam**

- *Sonic Questions (Chapter 19) due before class**
- *Short in-class quiz over Parts 6 & 7**