

# *University College of Cayman Islands*

## **FALL 2011—Syllabus**

**Course:** MKT 300 PRINCIPLES OF MARKETING

**Instructor:** Dr. J.D. Mosley-Matchett

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**Office Hours:** M through Th 4:30 – 5:50 p.m.  
M through Th Upon request, after 9:00 p.m.

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### **COURSE DESCRIPTION**

The purpose of this course is to provide the student with an appreciation of the role of marketing in business. It covers marketing concepts and tools with respect to consumer goods and services in national and international contexts. Students will develop an understanding of the internal and external factors that influence the marketing audit; and how to produce a marketing plan. The course will also cover topical issues pertaining to ethics and social responsibility.

**Credits:** 3

**Prerequisite:** BUS201

### **COURSE OBJECTIVES**

1. Students should demonstrate their knowledge and understanding in relation to:
  - i) the nature and scope of marketing and its importance for businesses.
  - ii) marketing terminology, concepts and models.
  - iii) the importance of marketing intelligence and how it is collected and presented.
2. Students should demonstrate their analytical skills through the ability to:
  - i) apply marketing principles and techniques to business behaviour.
  - ii) order, analyze and interpret information in narrative and graphic forms.
  - iii) interpret consumer buying behaviour and make projections about levels of demand.
  - iv) monitor and interpret changes in the environment and evaluate the impact on the organization.
3. Students should be able to demonstrate their skills in judgment and decision making through the ability to:
  - i) make judgments, recommendations and decision using marketing intelligence.
  - ii) use market research to aid decision making in relation to the marketing mix.
  - iii) recognize the limitations of models in explaining buyer behaviour.

## **COURSE OUTLINE**

- 1 Marketing: Creating and Capturing Customer Value**  
Core marketing concepts: needs and wants; exchange; transactions; markets.  
Read Chapter 1
- 2 Company and Marketing Strategy**  
Organization of marketing and the relationship to other functional areas  
Read Chapter 2
- 3 Analyzing the Marketing Environment**  
Market share; goods/services; pricing; distribution; reputation; promotions; and advertising, Porters 5 Forces, SWOT, BCG Matrix; the marketing mix; competitor analysis  
Read Chapter 3
- 4 Managing Marketing Information**  
The basics of marketing research  
Read Chapter 4
- 5 Consumer Markets and Consumer Buyer Behavior**  
The model of the buyer decision process; characteristics affecting consumer behavior; social, personal, and psychological factors; Maslow's hierarchy of needs  
Read Chapter 5
- 6 Business Markets and Business Buyer Behavior**  
Participants in the business buying process; major influences; proposals; e-procurement; institutional markets  
Chapter 6
- 7 Customer-Driven Marketing Strategy**  
Bases for market segmentation: geographic; demographic; psychographic; behavior  
Conditions required for effective segmentation  
Chapter 7
- 8 Products, Service, and Brands**  
Classification of consumer goods; producer goods; product lines; mixes and extensions; nature of and characteristics of services; marketing strategies; brand extension policies; repositioning of brands  
Chapter 8
- 9 New Product Development**  
The stages of NPD; the product life cycle  
Read Chapter 9
- 10 Pricing: Understanding and Capturing Customer Value**  
Types of pricing policies, demand curve, price elasticity  
Read Chapter 10

- 11 Pricing Strategies**  
New product pricing; product mix pricing; psychological pricing; geographical pricing; dynamic pricing; international pricing; public policy issues  
Read Chapter 11
- MID – TERM**
- 12 Marketing Channels and Supply Chain Management**  
Channels of distribution; Types and roles of wholesalers and retailers  
Read Chapter 12
- 13 Retailing and Wholesaling**  
Types of retailers; types of wholesalers; retail vs. wholesale marketing decisions; logistics  
Read Chapter 13
- 14 Integrated Marketing Communications Strategy**  
Communicating customer value; the promotion mix; nonpersonal communication channels; message sources; setting the promotion budget; social responsibility  
Read Chapter 14
- 15 Advertising and Public Relations**  
Advertising executions: informative, persuasive, co-operative, competitive; creating the message; setting the ad budget; major PR tools  
Read Chapter 15
- 16 Personal Selling and Sales Promotion**  
Managing the sales force; prospecting and qualifying; sales promotion tools  
Read Chapter 16
- 17 Direct and Online Marketing**  
Database marketing; comparison of direct marketing media; online marketing domains; online ads and promotions; online communities; public policy issues  
Read Chapter 17
- 18 Creating Competitive Advantage**  
Competitor analysis; competitive strategies; balancing strategic orientations  
Read Chapter 18
- 19 The Global Marketplace**  
The global marketing environment; political-legal issues; international strategies  
Read Chapter 19
- 20 Sustainable Marketing: Social Responsibility and Ethics**  
Legislation to protect the consumer; ethics in marketing; “green” marketing  
Read Chapter 20

## ASSESSMENT

Course Work and Participation	-	30%
Mid-Semester Examination	-	35%
Final Examination	-	35%
<b>Total</b>		<b>100%</b>

## REQUIRED TEXT

**Kotler P., and Armstrong G.,** *Principles of Marketing*, Prentice Hall, 14<sup>th</sup> Edition

[www.prenhall.com/kotler](http://www.prenhall.com/kotler)

## GENERAL POLICIES

**Attendance:** It is each student's responsibility to sign the class roster, when presented, as verification of attendance in class. Brac Campus students will orally acknowledge their attendance for inclusion on the written class roster.

**Participation:** Each student is expected to actively participate by orally presenting 10 ads or articles in class, accompanied by a written synopsis of the ad or article, a specific page-identified concept from the *Principles of Marketing* textbook, and how the ad or article relates to marketing in the Cayman Islands. **Each oral presentation must be limited to a maximum of 3 minutes.**

**Assignments:** Assignments are due on the day each relevant chapter is completed in class. **No assignments will be accepted after the class begins its discussion of the following chapter.** No exceptions will be permitted.

**Attention:** If you require an accommodation based on disability, please arrange to meet with your professor during the first week of the semester, to make certain that you are appropriately accommodated.

**Food:** No food will be permitted in the classroom.