**College of Business Mission Statement**

The mission of the College of Business is to enhance lives, advance organizations, and strengthen society through our teaching, research and service. In order to accomplish this mission

- We endeavor to prepare business professionals who possess high ethical standards and are productive citizens in a dynamic global environment through our excellence in instruction and our distinctive undergraduate and masters’ level graduate programs;
- We actively engage in knowledge creation through our scholarship and intellectual contributions;
- We actively pursue citizenship and service to our disciplines, our departments and college, the university, our community and the global environment.

**Academic Integrity**

All students in this course are expected to be familiar with the "College of Business Standards of Professional Behavior and Ethical Conduct" (refer to [http://www.cob.ilstu.edu/professionalstandards](http://www.cob.ilstu.edu/professionalstandards)).

Students enrolled in College of Business classes are expected to maintain high standards of ethical conduct when completing assignments, projects, and/or exams. Plagiarism and other forms of academic dishonesty such as cheating will not be tolerated. Students are expected to provide appropriate citations for non-original writing even if the original work is paraphrased. Penalties for plagiarism and other forms of academic dishonesty may be severe. Reflecting the severity of each case, penalties may range from receiving a grade of “F” for the specific assignment to expulsion and grade of “F” in the class.

**Important Word of Caution**

Students often sign up for online courses under the assumptions that (1) Internet classes are easier and (2) less material will be covered and fewer assignments required than a regular lecture format class due to the shortened 4-week format. **Neither is true for this course!** This class will cover all chapters of the text in only 20 days. In addition, there will be multiple written assignments and exams. Please do not underestimate the amount of time and effort that this class will require in the coming 4 weeks. This course is unforgiving as we have only ¼ of the time typically allocated to presenting this course during semester-long classes. **Please reconsider your decision to take this online course if you are not totally confident that you can direct sufficient attention to this course over its 4-week schedule.**

**PREREQUISITES:** ECO 105 or (101 and 102) or 103 and Junior Standing


Access to the Illinois State University Blackboard class site available through your individual I-Campus portal.

**PROFESSOR:** Dr. Daniel J. Goebel, Professor of Marketing

**CLASS TIME:** Your choice but, as mentioned above, daily and consistent effort is required.

**LOCATION:** On-line, Monday, June 14 through Friday, July 9, 2010

**OFFICE HOURS:** Virtual (on-line) office hours Monday 9:00 to 10:00 AM by email, the Blackboard Chat function, and other times by prearranged online appointment.

**CONTACT INFO:** EMAIL: [djgoeb@ilstu.edu](mailto:djgoeb@ilstu.edu), Please use subject line **MKT 230** or your email may go unanswered. Also see my website [http://my.ilstu.edu/~djgoeb/](http://my.ilstu.edu/~djgoeb/).
COURSE OBJECTIVES

This course provides a general introduction to marketing decision making. Students in MKT 230 will be exposed to customer behavior, market segmentation issues, product development and management processes, pricing decisions, promotional activity, customer-oriented selling, sales force management, and the distribution function. All of the topics will be discussed in a socially and ethically responsible framework.

This course seeks to provide a comprehensive introduction to the marketing discipline. As a survey course, Marketing 230 necessarily trades off depth of coverage in favor of a wider breadth of exposure. While memorizing key terms and concepts is an essential requisite for attaining an understanding of marketing, it is more important to develop your intellectual ability to critically analyze situations and apply these concepts. Therefore, the course will identify and discuss a wide variety of strategic and tactical decisions faced by marketing managers in an effort to provide the student with a fundamental understanding of the marketing function.

COURSE COMPETENCIES

Upon completion of the course, students will:

- Understand the evolving strategic role and critical importance of the marketing function within an organization and the global marketplace,
- Discover the cross-functional integration, roles, and responsibilities that characterize contemporary best-practices in Marketing,
- Understand the fundamental role of ethical behaviors in business organizations,
- Demonstrate mastery of the strategic and tactical decisions of the marketing mix (product, price, place, and promotion),
- Understand consumer and industrial buying behavior and why this information is critical to marketing strategy and tactical decision making,
- Understand how segmentation, targeting and positioning is utilized in developing strategies and implementing tactics to achieve organizational objectives,
- Understand the role of marketing research in developing and implementing marketing strategies and tactics,
- Improve their creative, critical thinking and reasoning skills,
- Enhance their communication skills, and
- Enhance their confidence in interpersonal communication.

CRITERIA FOR EVALUATION

- Exam I (chapters 1, 3, 4, 5, 6, 7)  200 points
- Exam II (chapters 2, 8, 9, 10, 11)  200 points
- Exam III (chapters 12, 13, 14, 15, 16)  200 points
- Individual Homework Assignments  100 points
  700 points total

Final Grades
Grades are determined as follows: 90% and above = A; 80% to 89% = B; 70% to 79% = C; 60% to 69% = D; and below 60% = F.
INDIVIDUAL HOMEWORK ASSIGNMENTS

Homework assignments will be made through Blackboard and submitted through Blackboard. These assignments will be updated and added to the “Assignments” section of the Blackboard site for this course. Each assignment has a specific due date by which it must be completed and submitted. Make sure you monitor Blackboard on a daily basis to assure you do not miss anything.

All completed homework must be uploaded and submitted through Blackboard. Please do not email homework direct to your professor. Make sure you save homework as a Microsoft Word (2003 or 2007 versions), Adobe Acrobat, or rich text file (RTF). Please DO NOT USE an Apple computer to generate your files as they typically cannot be opened by Microsoft Office through Blackboard. Also, make sure you submit only one file per assignment.

The emphasis for homework assignments is to demonstrate what you have learned from your assigned studies. As such, critical thinking is very important. In general, we are not interested in one’s “opinion” in this course. Rather, we are looking for your detailed explanation and discussion of specific topics. This should include: identification and definition of relevant concepts, integration of related topics through the use of real-life examples, and documentation to support what is being presented as factual and correct. You are also encouraged to go beyond your textbook and research assigned topics and concepts from other sources. The online journals and materials available to you through Milner Library’s online search tools (http://www.mlb.ilstu.edu/) is an ideal method for locating these support materials.

- Written assignments should include an introduction that informs the reader as to what the assignment is about, how you will present your materials, and the general conclusion to be drawn from your study and analysis. An example introduction is provided below.
- All written work should conform to and meet the expectations for writing standards established by the Department of Marketing here at ISU. These standards are provided for your review on the course Blackboard site.
- Does your written assignment clearly articulate what you wish to present to the reader?
- Have you provided evidence to support your claims and facts? “A-level” work will include credible citations from beyond your textbook to support your discussion. Wikipedia and other online dictionaries are NOT considered as meeting the standard for credibility.

Example Introduction for Homework Assignment

The Purpose of this assignment is to explain and demonstrate my understanding of the marketing mix. First, I will define the term Marketing Mix based on the discussion in Chapter 1 of the Solomon, Marshall, and Stuart textbook. Second, I will identify and define each of the elements which comprise the Marketing Mix (i.e., the 4-Ps), and provide examples to demonstrate my full understanding of this concept. I have researched this topic beyond the information presented in the textbook and will support my discussion with appropriate literature and bibliography.

(Note how this introduction clearly establishes the purpose of the assignment and describes the approach that will be taken in completing the assignment. As such, the introduction provides the structure for completing the assignment.)

EXAMS

Exams will be completed as shown on the class schedule. The exams will consist of multiple choice, true/false, and scenario-based questions. The book should act as a supplement to the on-line course materials as I do not
lecture straight from the book. Both lectures and text material will be included on the exams. It is the student's responsibility to read all assigned chapters as some material from the chapters may not be discussed in class.

An end-of-term comprehensive final also is scheduled. If you are satisfied with your grade and have taken all of the regularly scheduled term exams, you do not have to take the final. However, you may take the comprehensive final and then drop your lowest regular term exam grade. This is important because make-up exams will not be administered. A grade of “zero” will be given for each term exam missed. If you miss a regular exam, you must take the comprehensive final.

As a general rule, my exams are considered challenging but fair. Students who do not understand the material tend to have difficulty with my exams. My former students probably would tell you that being able to apply the concepts discussed in class or being able to recognize the concepts in an applied situation is important to doing well on my exams.

Exams will be administered online through Blackboard and will be strictly timed. The length of each exam and the number of minutes you have for completing and submitting the exam will be announced prior to each exam. Failure to complete and submit the examination within the allowed timeframe will result in you having to take the comprehensive final exam. Failure to complete more than one regularly scheduled exam, means that you automatically will take the comprehensive final AND you will receive a grade of 0 for one of the exams. In short, make sure you complete all required exams in the allowed time frame.

While taking an exam it is solely your responsibility to watch and monitor your time carefully! Please note that once you begin an exam, you are on an automatic clock that cannot be reset. As a result, you should note the time allowed for each exam and make sure you have that length of uninterrupted time available to take each exam. You may only activate an exam one time. Once you start, your clock is also started. Do not stop until you have competed and submitted the exam. Failure of your computer equipment or Internet connection will not be considered a valid excuse for incomplete exams. Please ensure that your equipment and Internet connection are reliable and consistent with the expectations of online courses.

Please do NOT make the mistake of thinking that you can take these exams without having first carefully read the textbook and study materials. Questions for each student will be randomly presented in Blackboard and you will not have sufficient time to look up answers in an open-book fashion.

DUE DATES AND LATE PENALTIES
All work is due at the time noted for the specific assignment. Late work will not be accepted and missed work cannot be made up.

ACCOMMODATION FOR STUDENTS WITH DISABILITIES
Any student in need of a special accommodation should contact the staff in the Office of Disability Concerns at 438-5853 (voice) or 438-8620 (TDD).

DISCLAIMER
This syllabus provides a general plan for this course. Based on the discretion of the professor, deviations from this syllabus may be necessary. I will make every effort to give you sufficient notice before any changes are made to the syllabus.

TENTATIVE COURSE SCHEDULE
Please see the next page for reading and study assignments.
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<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPIC</th>
<th>TEXT ASSIGNMENT</th>
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<tr>
<td>Week 1</td>
<td>Mon., June 14</td>
<td>Course Introduction &amp; Overview of Expectations</td>
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<tr>
<td></td>
<td>Mon., June 14</td>
<td>Welcome to the World of Marketing</td>
<td>Chapter 1</td>
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<td>Week 1</td>
<td>Tues. June 15</td>
<td>Thriving in the Marketing Environment</td>
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<td>Week 1</td>
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<td>Marketing Research</td>
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<td>Week 1</td>
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<td>Consumer Behavior</td>
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<td>Week 1</td>
<td>Fri. June 18</td>
<td>Business-to-Business Markets</td>
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<td>Week 2</td>
<td>Mon. June 21</td>
<td>Sharpening the Focus</td>
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<td>Week 2</td>
<td>Tues. June 22</td>
<td>EXAM I (Chapters 1, 3, 4, 5, 6, 7)</td>
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<td>Week 2</td>
<td>Wed. June 23</td>
<td>Strategic Market Planning</td>
<td>Chapter 2</td>
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<td>Week 2</td>
<td>Thurs. June 24</td>
<td>Creating the Product</td>
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<td>Managing the Product</td>
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<td>Week 3</td>
<td>Mon. June 28</td>
<td>Services and Other Intangibles</td>
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<td>Tues. June 29</td>
<td>Pricing the Product</td>
<td>Chapter 11</td>
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<td>Week 3</td>
<td>Wed. June 30</td>
<td>EXAM II (Chapters 2, 8, 9, 10, 11)</td>
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<td>Week 3</td>
<td>Thurs. July 1</td>
<td>Catching the Buzz</td>
<td>Chapter 12</td>
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<td>Week 3</td>
<td>Fri. July 2</td>
<td>Advertising, Sales Promotion, and Public Relations</td>
<td>Chapter 13</td>
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<td>Week 4</td>
<td>Mon. July 5</td>
<td>Personal Selling, Sales Management, and Direct Marketing</td>
<td>Chapter 14</td>
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<td>Week 4</td>
<td>Tues. July 6</td>
<td>Delivering Value Through Supply Chain Management</td>
<td>Chapter 15</td>
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<td>Week 4</td>
<td>Wed. July 7</td>
<td>Retailing</td>
<td>Chapter 16</td>
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<td>Week 4</td>
<td>Thurs. July 8</td>
<td>EXAM III (Chapters 12, 13, 14, 15, 16)</td>
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<td>Week 4</td>
<td>Fri. July 9</td>
<td>COMPREHENSIVE FINAL EXAM (Optional)</td>
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*a Experiential Exercises and Supplementary reading material may be assigned over the course of the semester*

1 Portions taken from and/or adapted from Taylor, Steve (2009), *Summer 2009 MKT 230 Semester Overview*

2 Portions taken from and/or adapted from Williams, Michael R. (2009), *Summer 2009 MKT 230 Course Syllabus*