

Business 321 Marketing: Summer Term 2008

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Marketing: An Introduction 8th edition: **Gary Armstrong**, *University of North Carolina*
Philip Kotler, *NorthWestern University* ISBN: 0-13-186591-9

8th edition

Assessment Methods:

Marketing Plan (group work)	1000 pts
Discussion Board (individual work)	500 pts
Case Study (individual work)	500 pts
Peer Group Assessment (individual)	200 pts
On line Quizzes (individual work)	800 pts

Objectives: At the end of this course the student should be able to:

Differentiate between the various philosophies of marketing

Identify the forces driving and restraining organizations in the process of globalization.

Critically reflect on the strategic alternatives for businesses considering entry and expansion in new markets

Examine the roles of the parties in the distribution chain

Apply the marketing mix to a product with which the student is familiar

Demonstrate market segmentation with a product with which the student is familiar

Analyze Marketing scenarios using case studies

Assessment Methods

1. Group Marketing Plan (Groupwork):

Groups will submit their marketing plans in accordance with the deadlines stated in the document 'Marketing Summer 2008 Deadlines'. These plans will consist of the development of a marketing strategy for a fictional product or company. It is important that groups support their plans using concepts from the text and other research sources. However I do not wish to re-read Armstrong and Kotler in your papers. Within these plans only the chapters indicated should be included, it is not necessary to include information from the previous chapters unless it directly relates to the development of the current submission of the plan.

Marketing plans will vary in length depending on the company being developed as well as the chapters being covered. A good piece of advice is not to quit writing if you have more to say. You are free to choose the format that you wish to create these plans around. Develop a format that you are comfortable with. All sources should be cited using a citation method of your choice. Sources other than Kotler and Armstrong will be rewarded. I will give you feedback on your first assignment if I believe that you should modify your style.

2. Case Study:

Towards the end of the summer term, individual students will prepare and present their response to a case study. The case presentation will include answers to the case questions and information on how and why the case relates to the chapter.

The students response to the case will be critically evaluated by other students on the discussion board. This critical evaluation should address the depth and completeness of the presented case, as well as suggestions as to issues that were not presented and should have been. All sources should be cited using a citation method of your choice. I particularly like sources additional to the text.

3. Discussion Board:

All group marketing plans should be submitted to the relevant discussion board for individual comments by individual class members. It is important that your group post their plans on the relevant week's discussion board. Also, **throughout the term** each class member will be expected to post two to three critical responses each week to the other group's plans to total twenty responses at the end of the course. A response might be that you commend the other group's plans with an explanation why. On the other hand, you may have some constructive feedback about the group's plans and will then give justification for this in your response. One or two paragraphs are sufficient as a response. Presentation is important so make sure to have your work proofread.

All late work carries a 20% penalty per week.

4. Online quizzes

Online quizzes are over the chapters assigned each week. Regretfully there are no make ups if the deadline is missed. I do not re-open the online quizzes once the deadline has expired and the quizzes are removed from the course site.

5. The Peer Group Assessment

This is a confidential process. Points are awarded by each group member to each group member based on their effort and commitment to the groups work

Plagiarism

Student work is subject to close scrutiny for the use of non credited sources. If students are found to be using unaccredited sources they will be subjected to Linfield College's policies and procedures on plagiarism