

**MILGARD SCHOOL OF BUSINESS
UNIVERSITY OF WASHINGTON, TACOMA**

**TBUS320: Introduction to Marketing Management
Spring 2006**

Instructor: Stern Neill, Ph.D.

Class Time: M/W 10:30–12:45 & 4:30–6:45

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Course Description

Introduces the major principles and practices that are used by marketing managers in analyzing marketing problems and developing appropriate solutions. A primary goal is to understand how marketing operates within the global, social and economic environment. Designed to begin to develop competencies in integrated business knowledge and strategic thinking.. *Prerequisite for most Business courses.*

Course Objectives

The primary objective of this course is to introduce the fundamental concepts of marketing. Consequently, the course covers a wide range of topics and materials – giving you a broad view of the many areas of marketing. All students - regardless of major - will benefit from this course by gaining an appreciation of marketing's expanding role in society. Additionally, each student should develop the ability to understand organizational decision-making from a marketing perspective. This course will also make you a more knowledgeable consumer by heightening your awareness of marketing activities and customer behavior.

This course begins to develop the core competencies of integrated business knowledge and strategic thinking by guiding students towards accomplishing the following objectives:

- To understand the concepts and terminology of marketing
- To understand marketing's role within the organization and society
- To understand the tactical, strategic, and ethical issues that marketers encounter and manage
- To develop a framework for analyzing the organization and its marketing resources, customers, and competition
- To apply this framework as the basis of decision-making and resource deployment (i.e., target market selection and marketing mix design)

Students will accomplish these objectives by participating in class activities and discussions, collaborating with classmates on specific tasks, and completing the readings.

Instructional Material

Required

Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel (2006) *Essentials of Marketing 5/e*. Thomson, South-Western. (Textbook available at UWT Bookstore or electronically at www.iChapters.com.)

Internet access, including a UW NetID account. Computer Services has instructions on setting up an account.

Requirements

Exams. There will be three exams, which will cover both the assigned readings and class lectures. Exams consist of a mixture of multiple choice and essay.

Participation. Participation involves your contribution both within the classroom and in the virtual class that takes place through the Discussion Board. During the course of the quarter, we will engage in a number of online discussions that will complement the class lecture. You will be expected to contribute to this dialogue by reading the preceding comments and then adding your own. Active participation requires a commitment to adding value both in-class and on-line.

Project. To gain experience in applying marketing concepts and frameworks, groups of 2-3 students will identify a target market (consumer or business) whose needs are not currently being met, not being met satisfactorily, or not even recognized. Using knowledge gained from class, students will develop a marketing solution based on an understanding of the target market's needs and current competitive offerings. Students will describe this solution including how it will be communicated and delivered to the target market in both a written report and oral presentation. The solution should be actionable and realistic. To maintain fairness to all students, no late projects will be accepted.

Course Evaluation

Exams (25% each)	75%
Participation	10%
Project	15%

Course Policies

Academic Standards. As stated in the UWT catalog, "Students are expected to meet the traditional standards of honesty and truthfulness in all aspects of their academic work at UW Tacoma." While you are encouraged to discuss readings, exercises, and lecture material with each other, all individual work for the course must be completed without assistance from others. Failure to follow these policies on an exercise will result in a zero for that exercise.

Announcements. All students should monitor the Announcements area of the course website. Any information posted to this area becomes an official addition to the class syllabus.

Class Cancellation/Campus Closing Information. Occasionally, weather has required class cancellation or campus closure. For information, you should 1) call 383-INFO, 2) check the UWTBIZ line for a message from the Business office, or 3) check the *Announcements* section of the course homepage for a message from me.

Make-up Exams. Exams must be taken when scheduled and cannot be made up without an approved excuse. You must notify the instructor prior to the exam and have a valid reason for missing an exam.

Disability Services. If you would like to request academic accommodations due to a temporary or permanent disability, contact Lisa Tice, Manager for Disability Support Services (DSS) in the Science Building, Suite 102. An appointment can be made through the front desk of Student Affairs (692-4400), through Student Services (692-4501), by phoning Lisa directly at 692-4493 (voice) or 692-4413 (TTY), or by e-mail (ltice@u.washington.edu). Appropriate accommodations are arranged after you've conferred with the DSS Manager, and presented the required documentation of your disability to DSS.

Course Schedule

Date	Topic	Chapter	Due Dates
3/28	Introduction An Overview of Marketing	1-2	
3/30	The Marketing Environment		
4/04	Analyzing Marketing Opportunities Consumer Marketing	4-7	
4/06	Business Marketing		
4/11	Segmenting and Targeting Markets		
4/13	Decision Support Systems and Marketing Research		
4/18	EXAM I (CH's 1-2 & 4-7)		
4/20	Product Decisions Product and Service Concepts	8-9	
4/25	Developing and Managing Products		Concept
4/27	Distribution Decisions Marketing Channels and Supply Chain Management	10-11	
5/02	Retailing		
5/04	Promotion Decisions Marketing Communications and Advertising	12-13	
5/09	Public Relations, Sales Promotion, and Personal Selling		
5/11	EXAM II (CH's 8-13)		
5/16	Pricing Decisions Pricing Concepts	14	
5/18	Special Topics Technology-driven Marketing		
5/23	Marketing Ethics		
5/25	Developing a Global Vision	3	
5/30	Marketing Careers		
6/01	PROJECT PRESENTATIONS		Project Report
Final	EXAM III (CH 3 & 14 and Special Topics)		
