I. COURSE DESCRIPTION

A study of basic marketing principles, the dynamics of marketing, buyer motivation and behavior, services and organizations and the essentials of effective marketing strategies. The course takes an integrated and strategic view of the process of formulating and implementing a coherent and competitive “marketing mix”.

II. COURSE OBJECTIVES

At the end of the course, the student should:

a. Know and understand the different principles, theories and concepts of marketing.

b. Comprehend the dynamics of marketing and analyze how its various components interact with each other in the real world.

c. Realize and appreciate the importance of marketing in the business environment and in our everyday lives.

d. Be able to utilize the different theories and concepts discussed in class and integrate them for application in an actual marketing plan for a new product.

III. READINGS


IV. COURSE OUTLINE

A. DEFINING MARKETING AND THE MARKETING PROCESS

   Course Overview
   Marketing: Creating and Capturing Customer Value Chap 1
   Company and Marketing Strategy Chap 2

B. UNDERSTANDING THE MARKETPLACE AND CONSUMERS

   The Marketing Environment: Macro and Micro Chap 3
   Managing Marketing Information & Fundamentals of Market Research Chap 4
   Consumer Markets & Consumer Buyer Behavior Chap 5
   Business Markets & Business Buyer Behavior Chap 6

C. DESIGNING A CUSTOMER-DRIVEN MARKETING STRATEGY AND MIX

   Customer-Driven Marketing Strategy Chap 7
   Creating Competitive Advantage Chap 18

      SUBMIT PROJECT PAPER PASS #1: Parts I to III
      Product, Service & Branding Strategies Chap 8
      New Market Offerings/New Product Development Strategies Chap 9
      Pricing Considerations & Strategies Chaps 10-11
      Marketing Arithmetic / Metrics Appendix 2

      SUBMIT PROJECT PAPER PASS #2: Parts IV to VII
      Distribution Considerations & Strategies Chaps 12-13
      Integrated Marketing Communications Strategy Chap 14
      Understanding/Developing the Promotions Mix Chaps 15-17

      SUBMIT PROJECT PAPER PASS #3: Parts VIII to X

D. MARKETING ETHICS AND SOCIAL RESPONSIBILITY Chap 20

SUBMISSION OF FINAL BUSINESS PLAN
FINAL ORAL DEFENSE
V. COURSE REQUIREMENTS AND GRADING SYSTEM

**GRADING SYSTEM**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>20%</td>
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<tr>
<td>Quizzes</td>
<td>15%</td>
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<tr>
<td>Written Analyses of Cases (WAC's)</td>
<td>15%</td>
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<tr>
<td>Group Project Papers</td>
<td>15%</td>
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<tr>
<td>Final Marketing Plan</td>
<td>5%</td>
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<tr>
<td>Mock Defense</td>
<td>10%</td>
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<tr>
<td>Final Oral Presentation</td>
<td>20%</td>
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**GRADE EQUIVALENTS**

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<tr>
<th>Grade Equivalent</th>
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<tr>
<td>A</td>
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<tr>
<td>B+</td>
<td>3.31 to 3.75</td>
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<tr>
<td>B</td>
<td>2.81 to 3.30</td>
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<tr>
<td>C+</td>
<td>2.31 to 2.80</td>
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<tr>
<td>C</td>
<td>Below 2.30</td>
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<tr>
<td>D</td>
<td>Below 1.80</td>
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<td>F</td>
<td>Below 1.00</td>
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Notes about Specific Requirements:

1. **Class Participation (20%)** - Class participation is highly encouraged as it provides a good gauge of the student's interest in the subject. Students are expected to read through the assigned chapters in advance.

2. **Quizzes (15%)** - Quizzes will be unannounced and no makeup quizzes will be given.

3. **Written Analyses of Cases or WAC's (15%)** – Students are expected to report on their analysis and recommendations of what to do in specific business situations by applying concepts and principles learned in class.

4. **Group Project Papers (15%)** – Each student group is required to submit partial project papers that will serve as periodic updates of their progress in completing the final marketing plan (see no. 5 below). These project papers will be graded.

5. **Final Marketing Plan (5%) & Mock Defense (10%)** – These are the culminating activities that will help integrate all concepts discussed in class. Each group is expected to come up with a comprehensive marketing plan for an approved product or service. (An outline is provided for your guidance). Focus should be on the development of sound, feasible and effective marketing programs that the students can defend in oral presentations. There will be a graded mock defense before Final Oral Presentation.

6. **Final Oral Presentation (20%)** – Each group will present its marketing plan to a panel of guest judges. The grade to be given by the panel will be considered final.

VI. POLICIES

1. Attendance will be checked. Since this is a three-hour class, students are allowed a maximum of three absences for the whole semester. Students who are more than 15 minutes late will be considered absent.

2. MP3 players, tablet PC's, laptops and other portable electronic devices should be turned off during class hours. Likewise, mobile phones should be turned off or kept in silent mode during class. Any student whose device interrupts class will be noted as absent and sent out.

3. Sleeping in class is considered an insult to the professor. Any student caught sleeping will be noted as absent and sent out.

4. The JGSOM dress code will be strictly enforced. Also, smoking, eating or drinking will not be allowed inside the classroom.

5. For every group activity, students will be asked to force-rank themselves and other members of their respective groups. The basis for their rankings will be the degree and significance of each member's relative contribution to the group effort. These rankings will be considered in the grading of group work activities.

6. Cheating or plagiarism in any form will not be tolerated; offenders will be subjected to severe sanctions.

**CONSULTATION HOURS: By appointment**
MKT 103 - PRINCIPLES OF MARKETING AND MARKET RESEARCH
OUTLINE OF THE MARKETING PLAN

PROJECT SUMMARY – 5-10 pages to be submitted separately

PICS Title Page

I. Marketing Background
   A. Overview of the Industry
      1. Market Size (Volume / Value)
      2. Market Trends (Past 3-5 years)
   B. Market Profile (General purchase and usage habits)
   C. Environmental Analysis
      1. Analysis of Opportunities and Threats
      2. Key Success Factors

II. Competitive Analysis
   A. Competitive Positioning
   B. Market Shares / Sales Volume / Sales and Profit Trends
   C. Marketing Strategies (for each of the 4 P’s)
   D. Strengths and Weaknesses of Competition (in terms of 4 P’s)

III. Company Background
   A. Company Profile
   B. Current Position of the Company/Brand in the Market
   C. Company Strengths and Weaknesses Analysis
   D. Brand Consumer Profile
      1. Identified Market Segments
      2. Market Needs Being Addressed
      3. Buying Patterns
      4. Usage Habits
   E. Present Marketing Strategy
      1. Segmentation, Targeting and Positioning
      2. Marketing Mix (Four P’s)
      3. Competitive Strategies Employed

IV. Identified Market Opportunity

V. Proposed Target Market
   A. Demographics
   B. Psychographics
   C. Behavioral
   D. Geographic
VI. **Marketing Objectives**  
A. Overall Marketing Objectives  
   (A Brief Description of the Plan’s Short Term Goals, i.e., 3 years)  
B. Specific Objectives and Targets (3 years)  
   1. Market Shares (Volume and Value)  
   2. Sales (Volume and Value)  
   3. Profits  
   4. Distribution  

VII. **Overall Marketing Strategy**  
(A Brief Description of Overall Strategy for the Brand)  

VIII. **The Marketing Mix**  
A. Product  
   1. Product Strategy / Positioning  
   2. Product Description / Features / USP  
   3. Packaging  
B. Pricing  
   1. Pricing Strategy  
   2. Detailed Product Costing  
   3. Index vs. Competition  
C. Distribution  
   1. Distribution Strategy  
   2. Trade Channels  
   3. Distribution Scheme  
D. Promotions  
   1. Overall Promotions Strategy  
   2. Advertising  
   3. Consumer and Trade Activities  
   4. Merchandising / Point of Purchase Materials  
   5. Publicity / PR / Events  

IX. **Three-Year Financial Forecasts**  
A. Sales Volume/Value Projections  
B. Detailed Marketing Budget and Marketing Timetable  
C. Income Statement  

X. **Attachments / Appendices**