Eastern Illinois University  
Lumpkin College of Business and Applied Sciences  
School of Business

Principles of Marketing --- BUS 3470 - 004  
Fall 2008

Faculty: Dr. Marko Grünhagen  
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E-mail: mgrunhagen@eiu.edu  
Website: www.eiu.edu/~marko  
Office Hours: MW 9:00 – 11:30 am

Class Times:  
MW 2:00 - 3:15 pm  Lumpkin Hall 2030


Catalog Description:  
Marketing concepts, including the analysis of the marketing environment and the strategic variables of product, price, distribution, and promotion.

Prerequisite:  
Junior standing

Course Objectives:  
Upon successful completion of the course, the student should be able to:

Content Knowledge (K):  
1. Understand marketing terminology and concepts: marketing concept; the four P’s (price, product, distribution, and promotion); market; segmentation.
2. Comprehend the links of marketing to other business functions.
3. Understand the interdependence of the elements (the four P’s) in the marketing mix.
4. Comprehend the universal application of marketing strategy, including international and not-for-profit settings.

Skills Development (S):  
1. Use elementary marketing mathematics, including break-even analysis and mark-up.
2. Apply marketing concepts, using analytical decision-making.
3. Identify appropriate information technology useful in marketing decision-making.
4. Communicate decisions effectively to an appropriate audience.

Attitude/Values Development (AV):  
1. Acknowledge that businesses succeed by satisfying customers.
2. Recognize the ethical dilemmas that arise in marketing situations.
3. Understand the role of diversity and multicultural understanding in market segmentation.

The purpose of this course is to provide you with an overview of the various areas of marketing. Understanding marketers as well as consumers is an integral part of conducting business, domestically as well as globally. This class will introduce you to some of the key issues with which marketers are concerned. The format will rely on lectures as well as interactive participation and discussions. I will try to illustrate relevant concepts and theories with a variety of examples, and invite all of you to contribute your experiences and insights to this class.
I believe that your enjoyment and learning success in this class rises commensurate with your involvement, and that you will reap the benefits if you are willing to become engaged in the process. I’ll do my best to perform up to your expectations, and I expect you to give your best just as well.

**Requirements:**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>4 Exams</td>
<td>40 points each</td>
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<tr>
<td>3 Assignments</td>
<td>10 points each</td>
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<td><strong>TOTAL</strong></td>
<td><strong>190 points</strong></td>
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**COURSE POLICIES:**

**Grading:**
I will use a standard grading scale for all of the above requirements, and your final grade. The scale is as follows:

- 171 points and above = A
- 152 points and above = B
- 133 points and above = C
- 114 points and above = D
- below 114 points = F

I reserve the right to adjust the final grade distribution as I deem appropriate. Academic dishonesty will not be tolerated, and will have severe consequences.

**Examinations:**
The exams will consist of multiple-choice and true/false questions. As a general rule, I do not give make-up exams. Only major emergencies justify such an event. Everything covered in class in addition to the pertaining chapters in the text materials up to the date of each exam is “fair game”. I advise you to not only copy the projection slides, but to take notes on a continuous basis of what is said in general (my examples, your discussion outcomes etc.). Study suggestions regarding the textbook chapters will be handed out before each exam.

1st Exam – Monday, Sep. 22, 2008
2nd Exam – Wednesday, Oct. 15, 2008
3rd Exam – Monday, Nov. 17, 2008
Final Exam – Tuesday, Dec. 16, 2008 @ 2:45-4:45 pm

**Assignments:**
There will be three different brief assignments over the course of the semester. These may come in the form of a short report, a quiz on a textbook chapter, or similar.

**Attendance Policy:**
Attendance is a must! Only major emergencies justify your absence. Should you miss class for any reason, you are responsible for getting the notes and assignments from one of your fellow classmates. You are also responsible for turning in assignments on their due dates, even if you will be absent. [If you like, use the space below to record some names and contact information should you need to borrow notes!] If you miss class more than three times for any reason, I will drop your final grade by a full letter grade. If you miss class more than 6 times, I will drop your grade by another full letter grade, and so forth. Attendance will be taken at the beginning of each class, so if you are late for any reason, you risk to be counted as absent. The attendance log of each class will be binding.
Students with Disabilities:
Appropriate academic support is available for students with a documented disability. Please notify your professor and contact the Office of Disability Services (581-6583) for further information.

Emergency Preparedness Plan:
Instructions about what to do in the event of an emergency are posted in all class rooms on Eastern’s campus. Students and faculty are responsible for acquainting themselves as to the specific instructions so that they will be prepared in the event of an emergency.

Contact Info for Student Services
Career Services: 581-2412 www.eiu.edu/~careers
Counseling Center: 581-3413 www.eiu.edu/~counscrt
Student Success Center: 581-6696 www.eiu.edu/~success
(or Learning Assistance Center www.eiu.edu/~lrnassist)

Tentative Class Schedule

<table>
<thead>
<tr>
<th>Week of Aug. 25-29</th>
<th>Introduction/Marketing Eras/Marketing Concept</th>
<th>Ch. 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of Sep. 1-5</td>
<td>Labor Day - Marketing Mix/Marketing Environment</td>
<td>Ch. 2,4</td>
</tr>
<tr>
<td>Week of Sep. 8-12</td>
<td>Marketing Environment/Marketing Strategy</td>
<td>Ch. 2,3</td>
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<tr>
<td>Week of Sep. 15-19</td>
<td>Segmentation/Positioning/E-Commerce</td>
<td>Ch. 3</td>
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<tr>
<td>Week of Sep. 22-26</td>
<td>Global Marketing</td>
<td>Ch. 5</td>
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<tr>
<td>Week of Sep. 29 - Oct. 3</td>
<td>Market Research <strong>(No class Oct 1)</strong></td>
<td>Ch. 8</td>
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<tr>
<td>Week of Oct. 6-10</td>
<td>Market Research/Consumer Behavior</td>
<td>Ch. 6,8</td>
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<tr>
<td>Week of Oct. 13-17</td>
<td>Consumer Behavior</td>
<td>Ch. 6</td>
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<tr>
<td>Week of Oct. 20-24</td>
<td>Product/Branding</td>
<td>Ch. 9,10</td>
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<tr>
<td>Week of Oct. 27-31</td>
<td>Product/Branding/Pricing</td>
<td>Ch. 9,10,17</td>
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<td>Week of Nov. 3-7</td>
<td>Pricing</td>
<td>Ch. 17,18</td>
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<tr>
<td>Week of Nov. 10-14</td>
<td>Distribution Channels/ Retailing</td>
<td>Ch. 11,12,13</td>
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<tr>
<td>Week of Nov. 17-21</td>
<td>Distribution Channels/ Retailing</td>
<td>Ch. 11,12,13</td>
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<tr>
<td>Week of Nov. 24-28</td>
<td><strong>THANKSGIVING BREAK</strong></td>
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<tr>
<td>Week of Dec. 1-5</td>
<td>Advertising/Personal Selling</td>
<td>Ch. 13,15</td>
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<td>Week of Dec. 8-12</td>
<td>Integrated Marketing Communications</td>
<td>Ch. 14,16</td>
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<tr>
<td>Week of Dec. 15-19</td>
<td><strong>Final Exams Week</strong></td>
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