

**COURSE NAME:** Introductory Principles of Marketing

**COURSE NUMBER:** 11:373:231

**SEMESTER:** Fall 2019

**MEETING DAYS, TIMES, AND PLACE:** M, TH 9:15 – 10:35AM, FS AUD

**PREREQUISITE:** 11:373:121 OR 01:220:102

### **CONTACT INFORMATION:**

Instructor(s): Ned Lipman

Office Location: Law's House, 102 Ryders Lane, New Brunswick, NJ

Phone: 848-932-7108      Email: lipman@njaes.rutgers.edu

Office Hours: By Appointment

### **COURSE WEBSITE, RESOURCES AND MATERIALS:**

- Contemporary Marketing, Boone and Kurtz 17<sup>th</sup> edition, Cengage Learning ISBN 9781305075368 (Textbook is mandatory for this class)

### **COURSE DESCRIPTION:**

It has been said by many that anyone with good ideas can be successful in the business world today. However, only 20 percent of the businesses that are created survive their first 5 years. This course helps explain that good ideas and good products are not enough to survive in the marketplace today. Honoring the fundamental principles of marketing, including pricing, product development, promoting and distributing of business products are absolutely essential to ensure the long-term viability of an organization. This course explores and applies marketing concepts and how they fit within the context of agricultural products and their distribution. Part one explores the marketing landscape in which all marketing decisions are made, including the development of relationships with customers, the creation of a target market, how to segment your markets into measurable and successful subcomponents, and an exploration of why consumers behave the way they do. Discussions surrounding service, quality, customers, and relationship building are explored with specific reference to the creation, pricing, promotion, and distribution of agricultural commodities. The second part of the course explores the importance of the pricing function and promotional activities in the marketing mix. Concepts like demand elasticity, sales promotion and public relations are discussed. The third part of the course explores distribution strategies, i.e., how to get a product out to the customer in the most efficient and least costly way. Supply chain theory and the science of retailing, wholesaling, and direct marketing are discussed. Included here are discussions regarding the growing industry we call "e-commerce" and ways to use the worldwide web for expanded marketing opportunities for all agri-related organizations. While this course is conceptually based, students spend a great deal of energy analyzing appropriate marketing opportunities, courses of action, and creating original marketing strategies.

### **LEARNING GOALS:**

1. To familiarize you with a select set of marketing concepts.
2. To develop your ability to apply these concepts in real world marketing situations.
3. To validate the relevance and utility of these concepts in your daily decision-making.
4. To inspire you to pursue additional economic and marketing courses.

### **ASSIGNMENTS/RESPONSIBILITIES, GRADING & ASSESSMENT:**

Grading:                      60% Hourlies (3 at 20%) and 40% Final Examination

A = 90 – 100

B+ = 87 - 89

B = 80 - 86

C+ = 77 - 79

C = 70 - 76

D = 64 - 69

F = Below 64

Make-ups: No make-ups for hourlies or final exam unless special arrangements are made in advance. Only written physician excuses will be considered for missing an exam.

**\*\*Communication devices and/or laptops are not to be used in this course during lectures and exams. \*\***

## **ACCOMODATIONS FOR STUDENTS WITH DISABILITIES**

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>

## **ABSENCE POLICY**

Students are expected to attend each class for the total period. Late arrivals or early departures are disruptive to other students and will negatively impact your final grade, as will any unexcused absences beyond three (3).

## **COURSE SCHEDULE:**

1	September 5	Introduction to the Fundamentals of Marketing – It’s all about UVP! (Chapter 1)
2	September 9	The Playing Field on Which Marketing Strategies are Employed (Chapter 3)
3	September 12	Strategic and Marketing Planning (Chapter 2)
4	September 16	E-Commerce – Will it Prove to be the Ultimate Distribution Strategy? (Chapter 5)
5	September 19	Social Media – Today’s Marketing Frontier (Chapter 4)
6	September 23	Today's Marketing is all About Creating Relationships – Customer Relationship Management (CRM) (Chapter 11)
7	September 26	How Do You Define and Reach Your Target Market? -- Market Segmentation and Positioning (Chapter 9)
8	September 30	You Can't Sell Product if it is Not Priced Right – Pricing Strategies and Pitfalls (Chapter 18)
9	October 3	First Examination (20%)
10	October 7	You Can't Sell Product if it is Not Priced Right – Pricing Strategies and Pitfalls Continued (Chapter 18)
11	October 10	Managing Your Pricing Goals and Policies (Chapter 19)
12	October 14	How and Why Do Consumers Behave the Way They Do? (Chapter 6)
13	October 17	B2B Marketing - How is it Unique? (Chapter 7)
14	October 21	Marketing Research Methods and Strategies – It’s All About Assessment (Chapter 10)
15	October 24	Products/Services/Quality! (Chapter 12)
16	October 28	Products/Services/Quality! Continued - (Chapter 12)
17	October 31	New Product Planning and Brand Management (Chapter 13)
18	November 4	Second Examination (20%)
19	November 7	New Product Planning and Brand Management Continued - (Chapter 13)
20	November 11	Promotional Strategies – Integrated Marketing Communications (Chapter 16)
21	November 14	The Tricks of Advertising, Sales Promotion and Public Relations (Chapter 16)

22	November 18	Personal Selling and Sales Management Practices – You Are Always Selling! (Chapter 17)
23	November 21	Supply Chain Management and Marketing Channels (Chapter 14)
24	November 25	The Sciences of Retailing, Wholesaling and Direct Marketing (Chapter 15)
25	November 26*	Continued discussion on Direct Marketing (Chapter 15)
	*Change in Designation Day – Thursday classes on Tuesday, November 26 NO CLASS ON THURSDAY, NOVEMBER 28 – HAPPY THANKSGIVING	
26	December 2	Marketing Challenges and Global Opportunities (Chapter 8)
27	December 5	Exploring Marketing Careers (Appendix)
28	December 9	Third Examination (20%)

## FINAL EXAM/PAPER DATE AND TIME

Online Final exam Schedule: <http://finalexams.rutgers.edu/>

Friday, December 20, 4pm – 7pm, Food Science Auditorium – Bring #2 pencils and calculators

## ACADEMIC INTEGRITY

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

## STUDENT WELLNESS SERVICES

Just In Case Web App <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

### Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901 / [www.rhscaps.rutgers.edu/](http://www.rhscaps.rutgers.edu/)

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

### Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / [www.vpva.rutgers.edu/](http://www.vpva.rutgers.edu/)

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

### Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

### Scarlet Listeners

(732) 247-5555 / <https://rutgers.campuslabs.com/engage/organization/scarletlisteners>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.