



Independent Study | in Idaho

**Bus 321
Principles of
Marketing**

Providing independent study opportunities for more than 40 years.



The University of Idaho in statewide cooperation with
Boise State University — Idaho State University — Lewis-Clark State College

Course Guide

Independent
Study | in Idaho

Self-paced study. Anytime. Anywhere!

Business 321 Principles of Marketing

Lewis-Clark State College
3 Semester-Hour Credits

Prepared by:

Luther M. Maddy III, Ph.D.
Assistant Professor
Lewis-Clark State College

RV: December 2014

3 – Bus 321

Copyright Independent Study in Idaho/Idaho State Board of Education

Table of Contents

Welcome!	1
Policies and Procedures	1
Course Description.....	1
Course Materials	1
Course Delivery	1
Course Introduction	1
Course Objectives	1
Lessons and Exams	2
Grading	2
About the Course Developer.....	2
Contacting Your Instructor	3
Assignment Submission Log	4
Unit 1: Marketing Strategy and Environment Chapters 1 – 5	
Lesson 1: Marketing Strategy	6
Lesson 2: Planning, Implementing, and Evaluating Marketing Strategies	8
Lesson 3: The Marketing Environment	17
Lesson 4: Social Responsibility & Ethics in Marketing	25
Lesson 5: Marketing Research & Information Systems	32
Practice Exam 1	42
Exam 1 Information: Covers Lessons 1 – 5	51
Unit 2: Markets and Marketing Research Chapters 6 – 11	
Lesson 6: Target Markets: Segmentation and Evaluation.....	52
Lesson 7: Consumer Buying Behavior	62
Lesson 8: Business Markets and Buying Behavior.....	73
Lesson 9: Reaching Global Markets	81
Lesson 10: Digital Marketing and Social Networking.....	94
Lesson 11: Product Concepts.....	105
Practice Exam 2	112
Exam 2 Information: Covers Lessons 6 – 11	122
Unit 3: Products and Distribution Chapters 12 – 16	
Lesson 12: Developing and Managing Products.....	123
Lesson 13: Services Marketing	132
Lesson 14: Branding and Packaging.....	142
Lesson 15: Marketing Channels and Supply Chain Management	153
Lesson 16: Retailing, Direct Marketing and Wholesaling	167
Practice Exam 3	179
Exam 3 Information: Covers Lessons 12 – 16	188
Unit 4: Promotion and Pricing Chapters 17 – 21	
Lesson 17: Integrated Marketing Communications	189
Lesson 18: Advertising & Public Relations	200
Lesson 19: Personal Selling and Sales Promotions.....	211
Lesson 20: Pricing Concepts.....	227
Lesson 21: Setting Prices	236
Practice Exam 4	245
Final Exam Information: Covers Lessons 17 – 21	254
Appendix: Practice Exams 1 - 4 Answer Keys	255

Welcome!

Whether you are a new or returning student, welcome to the Independent Study in Idaho (ISI) program. Below, you will find information pertinent to your course including the course description, course materials, course objectives, as well as information about assignments, exams, and grading. If you have any questions or concerns, please contact the ISI office for clarification before beginning your course.

Policies and Procedures

Refer to the ISI website at www.uidaho.edu/isi and select for the most current policies and procedures, including information on setting up accounts, student confidentiality, exams, proctors, transcripts, course exchanges, refunds, academic integrity, library resources, and disability support and other services.

Course Description

Examines the basic elements of marketing theory, terminology and concepts with emphasis placed on analyzing consumer motivation. Pre-requisite: Must have Junior standing or higher or permission of the instructor.

*Required: Internet access,
4 graded assignments, 4 proctored exams, 4 practice exams*

Students may submit up to 2 assignments per week. Before taking exams, students MUST wait for grades and feedback on assignments, which may take up to three weeks after date of receipt by the instructor.

ALL assignments and exams must be submitted to receive a final grade for the course.

Course Materials

Required Course Materials

Pride, William M., and O. C. Ferrell. *Marketing*. 17th ed. Mason, OH South-Western, 2014. ISBN 13: 978-1133939252; ISBN 10: 1133939252.

Course Delivery

All ISI courses are delivered through BbLearn, an online management system that hosts the course lessons and assignments and other items that are essential to the course.

Course Introduction

Welcome to BUS 321. This course is designed to give you a strong foundation in marketing concepts. That foundation will prepare you for additional studies in marketing and other business topics. This course consists of 21 chapters and reading assignments. In addition you will complete four written cases and four exams. Both the exams and cases will be graded, and those grades will become the basis of your grade in this course.

Course Objectives

By successfully completing this course students will:

1. Gain an understanding of the marketing function in today's business environment.
2. Better understand marketing strategies and their implementation in today's businesses.
3. Show an understanding of marketing effects on consumer behavior.

4. Develop an understanding of market research techniques and analysis.
4. Possess a strong foundation for additional marketing courses.

Lessons and Exams

Assignments: There are four graded case assignments that follow lessons 4, 9, 13 and 19.

Proctored exams: There are four proctored exams that follow lessons 5, 11, 16 and 21. Exams are closed-book and closed-note. The time limit is two hours for each exam. They include true/false and multiple choice questions.

Practice exams: In addition to the graded exams, there are four, self-administered and self-corrected practice exams. Answer keys are also provided following lessons 5, 11, 16 and 21. Do not hand in the completed practice exams.

Each lesson may include the following components:

- lesson objectives
- reading assignments
- important terms
- lecture
- written assignment, project, or activity

Study Hints:

- Keep a copy of every assignment submitted.
- Complete all reading assignments.
- Set a schedule allowing for course completion one month prior to your personal deadline.
- Web pages and URL links in the World Wide Web are continuously changing. Contact your instructor if you find a broken Web page or URL.

Refer to the *Course Rules* in BbLearn for further details on assignment requirements and submission.

Grading

The course grade will be based upon the following considerations:

4 Cases	50	200
4 Proctored Exams	50	200
Total Points possible		400

Accumulated points will be divided by the total available (400) and a grade will be determined using the following percentage scale:

<i>% Range</i>	<i>Grade</i>	<i>% Range</i>	<i>Grade</i>
92% to 100%	A	70% to 77%	C
90% to 91%	A-	68% to 69%	D+
88% to 89%	B+	60% to 67%	D
82% to 87%	B	0% to 59%	F
80% to 81%	B-		
78% to 79%	C+		

The final course grade is issued after all assignments and exams have been graded.

Acts of academic dishonesty, including cheating or plagiarism are considered a very serious transgression and may result in a grade of F for the course.

About the Course Developer

Luther M. Maddy III: Ph.D. – Organizational learning and leadership – University of Idaho
MBA – Management - Golden Gate University
I have many years of experience as a small business owner. In all, I have been self-employed as a small business owner for more than 20 years. My research interests are career development and intervention.

Contacting Your Instructor

Instructor contact information is posted on your BbLearn site.

Assignment Submission Log

Send the completed *Proctor Information Form* to the ISI office at least two weeks prior to taking your first exam.

Lesson	Projected Date for Completion	Date Submitted	Grade Received	Cumulative Point Totals
1				
2				
3				
4				
5				
It is time to make arrangements with your proctor to take Exam 1.				
Exam 1				
6				
7				
8				
9				
10				
11				
It is time to make arrangements with your proctor to take Exam 2.				
Exam 2				
12				
13				
14				
15				
16				
It is time to make arrangements with your proctor to take Exam 3.				

Exam 3				
17				
18				
19				
20				
21				
It is time to make arrangements with your proctor to take Exam 4.				
Exam 4				

Lesson #1
Title: An overview of strategic marketing

Objectives

At this end of this lesson, student should be able to:

- Define marketing as focused on customers
- Identify some important marketing terms, including target market, marketing mix, marketing exchanges, and marketing environment
- Understand the relationship between marketing and value
- Become aware of the marketing concept and market orientation
- Understand the importance of building customer relationships
- Recognize the role of marketing in our society

Reading Assignment

Textbook Chapter #1, an overview of strategic marketing, pages 2 – 29

Important Terms

Marketing	product	marketing environment	customer relationship management
Customers	value	marketing concept	relationship marketing
Target market	exchange	market orientation	green marketing
Marketing mix	stakeholders		

Lecture

The goal of marketing is to facilitate an exchange between a business and its consumers that is satisfying to both parties. To achieve this goal the process of marketing involves creating, distributing, promoting, and pricing products or services. To help you remember the marketing process, you may try remembering that marketing involves four “P’s”, product, place, promotion, and price. The elements in the marketing process are called the “Marketing Mix”. The marketing mix involves all of these elements.

To be successful marketing must focus on customers and their wants and needs. To facilitate a mutually satisfying exchange, the customer must expect that he or she will gain something as a result of that exchange. In other words, a want or need will be satisfied in the process. The business or organization also gains in the exchange by selling their product, service, or idea to the customer.

The first item in the marketing mix is the product. A product can be a good, such as an automobile, a service, such as a haircut, or even an idea such as an environmental or social issue. Companies and organizations must ensure their products meet their customers’ needs and wants. This is often done through marketing research before the product or service is actually developed or marketed.

The distribution (place in the 4 p’s) item in the marketing mix concerns how customers will get the product or service the business provides. Distribution could include brick and mortar retailing or online retailing. Services also might be obtained during a physical visit to a business or organization by the customer, or over the telephone, or online. Distribution of products must consider transportation and storage of inventoried products. Distribution may also involve intermediaries or direct purchase. Physical products, for example, often use wholesalers who purchase bulk amounts directly from the

manufacturing and those wholesales then sell smaller quantities to retailers. With direct purchase items, customers may purchase products directly from the manufacturer.

The promotion element of the marketing mix involves letting customers know about the product, service or idea. The activities in this element might include advertising, education, or public relations. The rise of social media use in recent years has provided an excellent venue for promotion activities.

The last element in the marketing mix is price. Price, along with the other elements of the marketing mix can be controlled by the company or organization to a certain extent. Companies may choose to be either a high price or low price competitor. Those companies who choose higher prices use other elements in the marketing mix, such as product enhancements, to ensure their customers feel they are still receiving a good value in the exchange. Using a lower price strategy is also effective, but can lead to intense pressure to reduce costs to remain competitive.

Customers make purchasing, or idea adopting decisions (exchanges) when they perceive there are gaining something of value. In exchange for giving up something of value, usually money in business exchanges, the customer expects to receive something of value in return. What they receive should satisfy a want or a desire. Value, as it is determined by a consumer of a product or service is subjective. In other words, different individuals may ascribe different levels of value on the same exchange. One of the goals of the marketing mix is to help elevate perceptions of value consumers have for a product or service.

Marketing is affected by several external forces. These form the marketing environment. Forces marketers must take into account include competitive, legal, regulatory, technological, and social/cultural. These forces can affect consumers' wants and desires and even their ability to participate in exchanges. Other forces can affect the product. For example, legal challenges could result in a product being recalled or even taken off the market. Technological changes may even render a product obsolete. Marketing operates in a very dynamic environment with forces that can be difficult to predict.

Since obtaining new customers is considerably more costly than keeping existing customers, effective marketing focusses on developing long-term relationships with customers. This is accomplished through customer relationship management. This process includes increasing the profitability and duration of existing customer relationships as well as using marketing strategies to obtain new ones.

Marketing is an important and integral part of any organization, whether it is profit based or nonprofit. To grow, or even survive in today's economy businesses must practice effective marketing strategies. This chapter and those to come will give you more information on this very important business topic.

Written Assignment

None for this lesson.