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**Marketing Foundations**

**MKT 3000**

Monday and Wednesday 2:30 – 3:45 pm VC-11155

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**INSTRUCTOR:** Dr. Mike Chen-Ho Chao

**OFFICE:** VC-11-287

**OFFICE HOURS:** Monday and Wednesday 4-5 pm, or by appointment

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**COURSE OBJECTIVES**

"Focuses on the methods, policies, and institutions involved in the flow of goods and services from the producer to the consumer."

The intent of this course is to foster a broad understanding of marketing. To best achieve this, our key goals are as follows:

- ✓ Establishing basic knowledge of marketing, what it is and what roles marketers play in business
- ✓ Understanding consumers (roles, decision making, the importance of marketing research)
- ✓ Recognizing the key components of a strong marketing plan (pricing, advertising/promotion, product specifications, distribution and entry strategies)
- ✓ Acceptance of the importance of customer focus and integrated communication in the quest for profitability

**COURSE MATERIALS**

**Required Textbook:**

Principles of Marketing, **12th Edition**, Kotler and Armstrong, Pearson Prentice Hall, 2008. This text has been chosen for its comprehensive information, presented in a readable and accurate fashion.

**Recommended Materials:**

Students are **highly** recommended to stay up to date on current marketing topics. You should also read the *Wall Street Journal* on a daily basis.

**COURSE FORMAT**

The course integrates lectures, discussions, assignments, videos, group tasks, and exams to achieve its objectives. Students are responsible for all assigned readings and expected to be prepared for discussions. The lecture periods are designed to emphasize

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core concepts/principles and introduce unique materials. The lectures are not an attempt to substitute for an understanding of the texts and readings.

## **“GROUP” TASKS AND “INDIVIDUAL” ASSIGNMENTS**

To develop students’ understanding of marketing, group-based tasks (article presentation & discussion and marketing plan) are adopted in this course. Students are expected to form groups, each consisting of at least 5 students, to complete these types of tasks. Details about these tasks will be explained later in the semester.

Individual assignments will be given on a regular basis.

### **Assignment 1**

You will be provided a copy of “Customer Focus Propels Drugstore.com” by Michelle Kirsche and asked to discuss this article. The discussion should include a review of what Drugstore.com does to keep the focus on the customer, and how they may be able to improve upon their customer focus strategy.

### **Assignment 2 (Choose one of the followings)**

Take the VALS survey. Then do a small write-up on what you learned from your VALS profile. Does your VALS profile make sense to you? As a marketer, how could you use this information to target a product to you?

*or...*

Plug your zip code into the PRIZM website to see who lives in your neighborhood. Then speculate as to the best way to target a specific group or groups in your neighborhood profile. Comment as to whether you agree or disagree with the consumer groups that are represented, and add whether you feel that you or your family belongs to one of the featured groups.

### **Assignment 3**

Choose a brand and describe its marketing mix. Explain the product (any distinguishing features), how it is priced relative to competitors, how the product is distributed (just online, retail outlets, catalogs, high end boutiques, etc.) and how is the product promoted, advertised or positioned in the market.

### **Assignment 4**

You will be provided a copy of “Wow-What a Buzz!” by Lois Geller and asked to discuss this article. Provide examples of any ‘buzz’ or ‘Zzub’ you have heard recently and explain how (or if) you feel it will affect the company being discussed.

## **PARTICIPATION**

The participation will be evaluated and graded by the instructor. Also, please remember that attendance does NOT equal to participation.

**Needless to say, class attendance is expected.**

## **EXAMS AND GRADING**

There are four exams in the course. The midterms will be given during the regular class meeting, while the final exam will be given according to the final exam schedule

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specified by the university. Each exam will consist of multiple-choice questions. The materials covered include **ALL** assigned chapters, lectures, and discussions. The final exam is semi-comprehensive (selected chapters).

Make-up tests **MUST** be taken within a week. Arrangements will be made with the instructor to administer the test. Students who have to take a make-up exam **MUST** get the instructor's permission **one week in advance** of the regular exam. Final exams will **NOT** be returned. Students who wish to review their final exams need to make appointments with the instructor.

Weights for grade determination:

- Midterm Exams: 15% (5% each)
- Final Exam: 15%
- Assignments: 10% (2.5% each)
- Article Presentation & Discussion (Group Task): 20%
- Marketing Plan Presentation (Group Task): 20%
- Participation (5%), attendance (10%), and **\*subject pool (5%): 20%**

\*For more information, please consult the handout.

The following straight-line scale will be used to assign grades. The grades assigned to this class at the end of the semester are expected to reflect a somewhat **“NORMAL”** distribution.

A: 93-100%  
A-: 90-92.9%  
B+: 87.1-89.9%  
B: 83-87%  
B-: 80-82.9%  
C+: 77.1-79.9%  
C: 73-77%  
C-: 70-72.9%  
D+: 67.1-69.9%  
D: 60-67%  
F: Bellow 60%

## **COURSE POLICIES**

### **Services for Students with Disabilities:**

“Baruch College provides reasonable accommodations and modifications for students with disabilities to ensure that no student with a disability is denied the benefits of, is excluded from participation in, or otherwise is subjected to discrimination under the education program or activity operated by the College because of the absence of educational auxiliary aids for students with disabilities. Arrangements for adapting class procedures without compromising course content and standards may take time. Therefore, students who require accommodations or modifications should speak with me as soon as possible.”

“In order to receive services, you must register with the Office of Services for Students with Disabilities. Documentation is necessary for every disability. For more information concerning services for students with disabilities, please contact Barbara Sirois, Director of the Office of Services for Students with Disabilities, Vertical Campus Building, One Bernard Baruch Way, 2nd floor, Room 2-271, phone number: 646-312-4590.”

**Academic Honesty:**

*“Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned.”*

**Civility:**

Turn off beepers and cell phones during class.

The instructor’s commitment is to create a climate for learning characterized by respect for each other and the contributions each person makes to class. The instructor asks that students of this class make a similar commitment.

**Tentative Schedule**

Week	Date	Chapter(s)	Activities
1	28-Jan 30-Jan	Syllabus; 1 1; 2	Introduction
2	4-Feb 6-Feb	2 3	Assignment 1 due
3	11-Feb 13-Feb	3; 4 5; 6	Group Roster Due
4	18-Feb 20-Feb	No class 1-6	Presidents' Day 1st Midterm Exam
5	25-Feb 27-Feb	1-6; 7	Assignment 2 due; Group discussion
6	3-Mar 5-Mar	7; 8 8; 9	
7	10-Mar 12-Mar	10; 11 11; 12	
8	17-Mar 19-Mar	12; 13 14; 15	

9	24-Mar	<b>No class</b>	<b>Easter Monday</b>
	26-Mar	7~11	<b>Monday Schedule; 2nd Midterm Exam</b>
10	31-Mar		<b>Assignment 3 due; Group discussion</b>
	2-Apr	16; 17	
11	7-Apr		<b>Article Presentations &amp; Discussions</b>
	9-Apr		<b>Article Presentations &amp; Discussions</b>
12	14-Apr		<b>Article Presentations &amp; Discussions</b>
	16-Apr	12~17	<b>3rd Midterm Exam</b>
13	21-Apr	<b>No class</b>	<b>Spring Recess</b>
	23-Apr	<b>No class</b>	<b>Spring Recess</b>
14	28-Apr	18	<b>Assignment 4 due; Group discussion</b>
	30-Apr		<b>marketing plan Presentations &amp; Discussions</b>
15	5-May		<b>marketing plan Presentations &amp; Discussions</b>
	7-May		<b>marketing plan Presentations &amp; Discussions</b>
16	12-May		<b>marketing plan Presentations &amp; Discussions</b>
	14-May	19; 20	<b>Review</b>
16; 17	May 16-23		<b>Final Examinations</b>