Professor: Mary Ann McGrath, MBA, PhD  
Email: mmcgrat@luc.edu  
Office Phone: 312.915.6136  
Cell Phone: 312-307-2151, to be used only between 9 am - 9 pm  
Office: Maguire Hall, Room 504  
Office Hours: Monday 7 to 8 pm CDT Online and by appointment  
Course Prerequisite: Sophomore Standing  
0077867076: Hardcover with code card, $132.47 net  
0078011795: Looseleaf with code card, $74.37 net

Course Objectives
- Acquire an understanding of the fundamental concepts involved in marketing, including how products and services are planned, priced, promoted and distributed.
- Develop a functional understanding of both micro-marketing and the macro-marketing systems.
- Develop analytical skills related to marketing strategies.
- Gain the skills needed to scan the external and internal environments for the strengths and weaknesses of a business from a marketing viewpoint.

Learning Objectives
As measured by tests and the marketing project/presentation, students completing Marketing 201 are expected to understand and apply the following concepts:
- Market segmentation. A student completing MARK 201 will be able to define and describe market segmentation and be able to recognize different market segments; be able to apply the various bases for segmenting markets to a new situation and be able to appropriately develop key marketing strategies based on that segmentation; and be able to compare, contrast and critically evaluate the market segmentation scheme(s) of others and to evaluate the marketing strategies that others develop for those market segments.
- Role and Function of Marketing. Students will be able to define and describe the role and function of marketing in business and in society; be able to identify if a new situation is within the domain of marketing; and be able to evaluate the sources of value added and to whom the value is delivered.
- Integration of Marketing Activities. Students will recognize the conceptual framework of integrated marketing programs to connect brands with stakeholders; be able to apply and interpret the marketing concept to these programs; be able justify the allocation of resources to effectively execute the integrated marketing programs.
Course Details

Syllabus: This syllabus serves as a roadmap to the course activities. During our abbreviated summer session, changes are very unlikely. Please adhere to this schedule in your weekly preparation and participation.

Class Participation: All students are expected to attend all Wednesday online class sessions between 7 and 9 pm Central Daylight Time (CDT). The class participation grade is NOT determined by attendance. Typically this is an “active” grade for completing homework assignments, positively contributing to the learning exercises and adding to on-line discussion boards and case discussions during class sessions. All class sessions involve preparation of case materials and completion of textbook reading assignments, on-line lectures, interactive video cases and assigned on-line exercises.

Lectures and Class Discussions: Pre-recorded PowerPoint lectures related to each topic will be posted on Blackboard each week. Your task is to “attend” these lectures at your own convenience. These serve as a “guideline” for understanding the assigned material. They will not be repeated during the class periods. Topics that are unclear and questions that may be beneficial to the entire class should be raised either during class, on a Discussion Board or during on-line office hours. Topics that require clarification can also be addressed directly with the instructor via e-mail.

The majority of the time spent together as a class in the on-line classroom will be devoted to discussions of cases assigned for that session. Each student will partner with another student to prepare, present and lead a discussion of one case. The Pairs will be formed during the first class and a signup sheet of case allocations will be completed during the first week.

Homework Assignments: Groups are expected to meet to discuss and prepare cases prior to class sessions. A one-page synopsis of each case by every group is due before the class meeting on Wednesday at 6 pm. In addition, there are a several on-line exercises related to each topic which must be completed.

Tests: During the compressed summer period, it is essential that you complete all tests as detailed in the syllabus. There are no make-up tests unless pre-arranged ahead of time with the professor. If you fail to complete any test, a zero will be averaged in as a replacement grade for each missing test.

Each test will consist of 40 to 50 questions, count for 20% of overall grade (60% total) and may include multiple choice, true/false and/or short essay. Tests will cover assigned reading material from the book, lectures, class discussion, in-class videos, and/or exercises done in-class. The tests will “open” online on Friday morning at 1 am and “close” Friday evening at 11:00 pm Central Daylight Time. Similarly, the comprehensive online final examination will “open” at 1 am on Friday, July 29 and “close” at 11 pm that day. Once you open a test, you will have 90 minutes to complete it.
**Class Procedures and/or Policies**

**Absences/Late Work:** You are expected to complete all work and attend all assigned sessions. No late work will be accepted.

**Students with Disabilities:** If you have a documented learning or physical disability and wish to discuss academic accommodations, please contact me within the first two weeks of the term.

**Harassment:** Loyola University does not tolerate racial, sexual, or other forms of harassment of faculty, staff, or students. If you feel you are subject to such harassment, you should notify your instructor.

**Academic Integrity:** All students are expected to be aware of and adhere to the University’s policies regarding the honor code, academic honesty, and other ethical considerations. By enrolling in this online course, you are committing to learn through completing your own work. If you have any questions, please feel to contact me at any time. The following links are to the University’s and the School of Business policies:

- [http://www.luc.edu/sba/pdfs/honor_code.pdf](http://www.luc.edu/sba/pdfs/honor_code.pdf)

**Grading**
You will be evaluated on the following criteria:

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Tests (3 total, each @ 15%)</td>
<td>45%</td>
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<tr>
<td>Class Participation/Homework/Evaluation</td>
<td>15%</td>
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<tr>
<td>Group Case Presentation</td>
<td>15%</td>
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<tr>
<td>Final Examination</td>
<td>25%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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**Grading Scale**

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<tr>
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<td>A-</td>
<td>92-90</td>
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<td>B+</td>
<td>89-87</td>
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<td>B</td>
<td>86-83</td>
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<tr>
<td>B-</td>
<td>82-80</td>
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<td>C+</td>
<td>79-77</td>
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<td>C</td>
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<td>D</td>
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<td>F</td>
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**FINAL NOTE:** By enrolling in this class, you agree to everything outlined in this syllabus.
## Weekly Course Schedule/Outline

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture/Assignment</th>
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| 1    | Week of June 4 | View online lectures and read: Introduction/Chapter 1: Marketing: Creating Customer Relationships and Value and Chapter 2: Marketing and Organizational Planning, and Read Appendix A: A Marketing Plan View interactive video cases for 3M’s Post-it Flag Highlighter and BP and complete on-line exercises.  
Class discussion: Nike Contact Lenses, p. 616-617 |
| 2    | Week of June 11 | View online lectures and read: Chapters 3 and 4: The Marketing Environment, Ethics and Social Responsibility and Chapter 5: Consumer Behavior  
View interactive video cases for Geek Squad, Starbucks and Best Buy and complete on-line exercises.  
**On-Line Test on Chapters 1-5** |
| 3    | Week of June 18 | View online lectures and read: Chapter 7: Global Consumers and Markets and Chapter 8: Marketing Research View interactive video cases for Breathe Right Strips and Ford Consulting Group and complete on-line exercises.  
Class Discussion: HOM Furniture, pp. 628-9.  
**On-Line Test on Chapters 7-9** |
| 4    | Week of June 25 | View online lectures and read: Chapter 9: Segmentation, Targeting and Positioning  
View interactive video cases for Prince Sports, Inc and complete on-line exercises.  
Class Discussion: Lawn Mowers, pp. 629-630.  
**On-Line Test on Chapters 10-17** |
| 5    | July 2         | View online lectures and read: Chapters 10 and 11: Products and Brands and Chapters 13 and 14: Pricing  
View interactive video cases for BMW and 3M Greptile Grip Golf Glove and complete on-line exercises.  
| 6    | Week of July 19 | View online lectures and read: Chapters 15 and 16: Channels and Supply Chain Management and Chapter 17: Retailing  
View interactive video cases for Act II Microwave Popcorn, Mall of America, and Amazon and complete on-line exercises.  
Class Discussion: Trader Joe’s, p. 641-2 |
| 7    | Week of July 16 | View online lectures and read: Chapters 18 and 19: IMC and Promotional Tools  
View interactive video cases for Under Armour and Google, INC. and complete on-line exercises.  
Class Discussion: McDonalds, pp 642-3 and Target, pp. 644-45. |
| 8    | Week of July 23 | View online lectures and read: Chapters 21 and 22: Interactive and Multichannel Marketing and Pulling It All Together  
View interactive video cases for Pizza Hut and General Mills Warm Delights and complete on-line exercises.  
Class Discussion: Crate and Barrel, p. 647  
**On-Line Comprehensive Final Examination** |

**Friday, June 15**

**On-Line Test on Chapters 1-5**

**Friday, June 29**

**On-Line Test on Chapters 7-9**

**Friday, July 13**

**On-Line Test on Chapters 10-17**

**Friday, July 27**

**On-Line Comprehensive Final Examination**