

ROLLINS COLLEGE

Department of Economics and Business Administration

1963-64 Academic Year

PRINCIPLES OF MARKETING

D. W. Hill

SYLLABUS

This course is designed to critically analyze the role and functions of marketing in the American economy. Particular attention will be given to the conceptual foundations of marketing, the formulation of marketing policies and strategies in the areas of product development, the channels and institutions of distribution, promotion, pricing, Government regulation, and the satisfaction of consumers' needs and wants.

Each class session will consist of lecture, discussion, and, later in the course, problem-solving sessions. Because of the breadth of the field of marketing, students will be expected to read widely to adequately understand the concepts and applications involved. Suitable books, periodicals, and other sources of information will be found in the library stacks, my reserve shelf in the library, my office shelves, the bookstore, or other libraries in the area.

The basic text is E. Jerome McCarthy, Basic Marketing, A Managerial Approach, R. D. Irwin, Inc., Homewood, Illinois, 1960 (in the bookstore). Supplemental readings will be assigned from Dirksen, Kroeger, and Lockley, Readings in Marketing, R. D. Irwin, Inc., 1963. During the latter part of the course, a marketing decision "game" will be played to apply the principles of marketing learned in the course. The source for this game is Ralph L. Day, Marketing in Action, R. D. Irwin, Inc., 1962 (in bookstore).

Grades will be computed on the basis of exam scores (60-70 %), marketing decision game (15-20%), paper, if required (15-20%), and constructiveness to the course (10%).

The assignment sheet will be distributed during the second week of the course.

Suggested additional readings include:

- ✓ Britt, S. H., The Spenders, McGraw-Hill, 1960.
- Clark, L., Consumer Behavior, Harper, 1958.
- Converse, Huegy, and Mitchell, Elements of Marketing, Prentice-Hall, 1958.
- Dichter, E. P., The Strategy of Desire, McGraw-Hill, 1960.
- Galbraith, J. K., The Affluent Society, Houghton-Mifflin, 1960.
- Katona, G., The Powerful Consumer, McGraw-Hill, 1960.
- Kelley and Lazer, Managerial Marketing: Perspectives and Viewpoints, Irwin, 1958.
- Keezer, D. M., New Forces in American Business, McGraw-Hill, 1959.
- Levitt, T., Innovation in Marketing, McGraw-Hill, 1962.
- Packard, V., The Hidden Persuaders; The Status Seekers; The Waste Makers, David McKay Co. (also paper pack), 1957; 1959; 1960.
- Wakeman, F., The Hucksters, Rinehart, 1946.
- Borden, N., The Economic Effects of Advertising, Irwin, 1942.
- Tosdal, H. R., Selling in Our Economy, Irwin, 1957.

MARKETING RESEARCH

NIEL BORDEN: ECONOMIC EFFECT OF ~~THE~~ ADVERTISING

BORDEN

ASSIGNMENTS

<u>Week</u>	<u>Topic</u>	<u>Assignment</u>
1	Introduction, The Modern Marketing Concept	
2	Marketing Costs, Government Regulation	(A-1), Appen. A1, A2. DKL-3, 5, 6, 7, 27
3	<u>The Consumer</u> --Marketing Management, Consumer Data, Consumer Behavior	(B-1), B2, B3. DKL-8, 12, 13, 14, 15, 17, 19.
4	<u>The Consumer</u> --Buying Habits, Intermediate Consumers, Marketing Research	(B-4), B5, B6. DKL-10, 31, 58, 61, 63.
5	<u>The Product</u> --Product Policy, Product Development	(C-1), C2, C3. DKL-32, 33, 36, 39, 77.
6	<u>The Product</u> --Consumer and Industrial	(C-4), C5. DKL-40, 41.
7	<u>The Place</u> --Strategies, Retailing	(D-1), D2, D3. DKL-24, 25, 28.
8	<u>The Place</u> --Wholesaling, Marketing Functions, Channels of Distribution	(D-4), D5, D6. DKL-27, 29, 49, 51.
9	<u>MID*TERM EXAM.</u> <u>Promotion</u> --Personal Selling	(E-1), E2. DKL-34, 35, 64, 65, 66.
10	<u>Promotion</u> --Mass Selling (Advertising)	(E-3), Appen. E3. DKL-67, 78.
11	<u>Price</u> --Determination, Objectives	(F-1), F2, F3. DKL-42 to 46 incl.
12	<u>Price</u> --Policies, Legislation, Strategy	(F-4), F5. DKL-70, 73, 74.
13	Marketing Management, Costs, Conclusions	(G-1), G2, H1. DKL-79, 81.
14	Marketing Decision Exercise	Ralph L. Day <u>Marketing in Action</u>
15	Marketing Decision Exercise	Ralph L. Day <u>Marketing in Action</u>
16	<u>FINAL EXAM</u> (TERM PAPER DUE)	

ROLLINS COLLEGE

January 30, 1964

MBA Program

D. W. Hill

FINAL EXAM

1. Basing your analysis on McCarthy, Basic Marketing, Dirksen, Kroeger, and Lockley, Readings in Marketing, class discussions, and additional outside reading and research, are marketing costs too high? If you conclude that marketing costs are too high, specify which costs can be reduced, how they can be reduced, and what the results would be relative to the consumer and business interests. If you think they are not too high, justify them in the consumer and business interest and offer recommendations that would lead to government and public acceptance of marketing costs at the present proportion of total product costs.

2. Concerning the marketing decision game:

a. indicate the objectives or goals developed by your firm and, in general, the strategy followed in meeting them.

b. indicate any dissensions you personally made relative to the goals and strategies followed by the firm.

c. what value was the internal financial data to the firm? To you personally in the game? *became statements*

c. What value did you derive from the marketing decision game?

e. What recommendations might you have for improving either the content or the operation of the game? *time for disc. of dec. competency. business man to be a classification disc. to be made. "more organized" better solution in the "game" you.*

NOTE: Please limit Question 1 to 1,000 words and Question 2 to 750 words.

*with 1000 words - disk
business man to be a classification disc. to be made.*