

**BUSINESS MARKETING & LOGISTICS 450
FOUNDATIONS OF MARKETING MANAGEMENT
WINTER 2004**

TR 3:30 p.m. – 5:15 p.m. IH 100

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Office Hours: TR 10:30 a.m. – 12:00 noon

Required Text: *Marketing*, 8e, Evans and Berman. The text is available in either paperback form (which gives you the on-line edition for free) or in on-line only. The paperback version is recommended.
Highly recommended - Lecture Outline sold at Cop-Ez

<u>Date</u>	<u>Topic</u>	<u>In Text</u>
T 1/6	Introduction to Course	
R 1/8	Introduction to Marketing	Chapter 1
T 1/13	The Marketing Environment	Chapter 2
R 1/15	Consumer Behavior	Chapter 8
T 1/20	B2B Marketing	Chapter 9
R 1/22	Segmentation and Targeting	Chapter 10
T 1/27	1st MIDTERM	
R 1/29	Product Overview	Chapter 11
T 2/3	Product Management	Chapter 13
R 2/5	Services Marketing	Chapter 12
T 2/10	Channels & Logistics	Chapter 14
R 2/12	Wholesaling and Retailing	Chapter 16
T 2/17	2nd MIDTERM	
R 2/19	Advertising	Chapter 17, 18
T 2/24	Personal Selling	Chapter 19
R 2/26	Pricing	Chapter 20, 21
T 3/2	Global Marketing	Chapter 6
R 3/4	Information for Marketing Decision Making	Chapter 4
T 3/9	3rd MIDTERM	
R 3/11	Make up exams	

If you need to speak to the instructor, please do so after class rather than before the lecture.

GRADE DETERMINATION

There will be 3 exams, each consisting of 40 multiple choice questions. Together these three exams will account for your entire grade in the course (except for any extra credit you earn). Each exam will cover only the material for that third of the course.

Exam questions are derived as follows – roughly $\frac{1}{4}$ from lecture material alone, $\frac{1}{4}$ from assigned material in the text alone and, $\frac{1}{2}$ jointly from the lecture and text.

All chapters – topics are not equally important; the exact allocation of exam questions will be announced in class the day before the tests.

If you miss a midterm exam, you will be required to taken an essay exam over that material as a make-up **on March 11**.

There will be a number of opportunities to earn extra credit for participating in research experiments conducted outside of class. You will receive 1 point for each project in which you participate which will be added to your final point total in the course. You may earn a maximum of 10 points in this way.

The textbook is full of examples which relate to particular organizations and their marketing activities. In general you should concentrate on the basic concepts, the marketing principles these examples illustrate rather than trying to remember what a specific company did. There will be very few questions on each exam that ask about textbook examples by the name of the organization.

**SOME SUGGESTIONS - READ ASSIGNMENTS CAREFULLY, TAKE NOTES,
OR UNDERLINE WHAT YOU READ.**

EXAM DAY PROCEDURE

Given the size of this class it is necessary to establish a set of routine behaviors for the day of the exam - your cooperation here is necessary and appreciated. You must use a #2 (softlead) pencil.

Be sure to identify yourself on the exam answer sheet by your exact name (as it is recorded on OSU records) and by your social security number - you will be penalized if this information is incorrect or omitted on your answer sheet.

ABSOLUTELY NO SUBSTANTIVE QUESTIONS ABOUT THE EXAM MATERIAL WILL BE ANSWERED DURING THE TESTS - this is the only way to treat all students equally. If an exam question is unclear in some way, answer it as best as you can. If there is a procedural complication (missing questions, typographical errors, etc.) come quietly to the instructor for help.

All books, backpacks, etc. must be left out of sight during the exam. Second language students may use a translation dictionary during the exam. English language dictionaries will be available during the exam.

A total of 65 minutes will be available to complete the midterms - this should be more than adequate for most students. At the end of this time, all remaining answer sheets must be turned in promptly.

You'll probably want to record your answers directly on the exam to match them with the key. Remember, you keep the exam itself.

If a student behaves suspiciously during an exam, he or she will receive one warning; if this behavior is repeated, the student's exam will be confiscated and the student will be referred to the OSU Committee on Academic Misconduct.

EXTRA CREDIT OPPORTUNITIES

Much of the basic research you will learn about in BUS M&L 450 and advanced marketing courses is conducted by faculty members at major universities like Ohio State. In order to carry out research projects, faculty members often ask undergraduate students to volunteer to serve as participants. Typical research projects include viewing and rating advertisements, obtaining student's perceptions and reactions to various marketing phenomena (special promotions, coupons, etc...), and having students use computers to search for information about new products or places to shop.

This quarter, you will have the opportunity to earn up to 10 exam points via extra-credit in BUS M&L 450.

You may only participate in a given study one time (though particular studies may involve two sessions and allow you to earn multiple points). A number of different studies will be conducted during the Quarter. Each will have a unique identification number. In some cases, individuals will be called by telephone and recruited to participate in a particular study.

When you sign up for a study, it is very important that you note 1) the number of the study and 2) the date, time, and place you are to attend the study. Be sure to retain a record of the date, time, and place of the projects in which you participated. On the day of the study it is very important that you arrive approximately 5 minutes early. Because instructions are given only at the beginning of each session, absolutely no one will be admitted late.

Extra-credit study opportunities will begin approximately the third week of the quarter and continue until the last week of scheduled classes. Most of these studies usually take place in the second half of the course. In addition to helping your grade in BUS M&L 450, participation in the studies will allow you to gain a better understanding of marketing and the research process.

In fairness to all other students in the course, you must make every possible effort to attend all extra credit projects for which you sign up. Students who are "no shows" will be ruled ineligible to participate in further studies held outside of class. Students who attempt to participate in extra credit studies after having been no-shows will forfeit all extra credit earned for the quarter.

IMPORTANT WEB ADDRESSES

- For answers to first exam:

<http://www.cob.ohio-state.edu/~paul/midterm1.htm>

- For second and third exam, change 1 to 2 (second exam) and 3 (third exam)