MARKETING 350
SMALL BUSINESS MARKETING MANAGEMENT
SPRING 2014

COURSE OVERVIEW

Marketing 350-3, Small Business Marketing Management is designed to help you understand the basics of marketing as well as developing a marketing plan for small businesses. As you begin this course of study you will notice that the exercises are directed towards the small business entity. When completing various chapters of the assigned book you will also be asked to develop your marketing plan. At the end of the course you should be able to implement that plan. The course will help you understand the following topics: The importance of the marketing environment, buyer behavior and the target market, the four P's (product, price, promotion and place), and strategic marketing management.

THIS IS A TIMED SEMESTER COURSE WITH NO INCOMPLETES GIVEN UNLESS YOU HAVE A DIRE EMERGENCY. PLEASE PAY ATTENTION TO THE STATED DEADLINES. LETTER GRADES WILL BE DEDUCTED IF YOU DO NOT COMPLETE ASSIGNMENTS ON TIME.

TEXT

William Pride and O.C. Ferrell (2015) Foundations of Marketing. 6e. Mason, OH: Cengage Learning. Go to Cengagebrain.com and sign up for an account. If you already have an account, don’t make another one. Put in the ISBN number 9781285429779 and scroll down to the E-Book and buy it (Approximately $81.00 – $91.00). If you want the hard cover, you can order it online ($141.49).

EXAMS (5 x 100 = 500 points)

Each exam is timed and will be on D2L for approximately 36 hours. ALL ARE MULTIPLE-CHOICE AND THE DATES REPRESENT A START TIME OF 05:00 (Military Time) AND AN END TIME OF 23:59. YOU WILL NOT BE ALLOWED TO TAKE EXAMS EARLY OR LATE. YOU ARE NOT ALLOWED TO TAKE AN EXAM MORE THAN ONCE. THERE ARE NO EXCEPTIONS.
CHAPTER ASSIGNMENTS (6 x 30 = 180 points)

Each assignment will have 1-3 questions that must be answered in detail and submitted to the drop box. The following is an example of a good answer:

SAMPLE QUESTION: Explain the major advantages and disadvantages of the three basic methods of compensating salespeople. In general, which method would you prefer? Why?

ANSWER: The three basic methods of compensating the salespeople, their advantages, and their disadvantages are:

- The straight salary method—the straight salary method of compensation provides salespeople with maximum security, gives the sales manager a large degree of control over salespeople, is easy to administer, and yields predictable selling expenses. Its disadvantages include a lack of incentive, a necessity for close supervision, and the level of selling expenses during periods of sales decline.

- The straight commission method—advantages of the straight commission method of salesperson compensation include providing the maximum amount of incentives, the ability to encourage salespeople to sell certain items by increasing the commission rate on these items, and relating selling expenses directly to sales resources. Disadvantages of this method are the lack of control over the sales force, the possibility of inadequate service to smaller accounts, and the decreased predictability of selling expenses.

- The combination method—the combination method of compensation provides a certain level of financial security to salespeople, provides some degree of incentive, and yields selling expenses that fluctuate with sales revenue. Unpredictable selling expenses and difficulties in administration are disadvantages of this method.

The students’ preferences for compensation methods will reflect individual attitudes toward each method and personal level of risk-taking. Because each method has advantages and disadvantages, arguments can be made for any of them.

Late assignments will receive 0 points.
READINGS ASSIGNMENTS (5 x 20 = 100 points)

Many topical areas have additional readings that directly relate to small business marketing. Usually there will be 1-2 questions that must be answered in detail and submitted to the drop box. The readings are available using the Library’s database EBSCO. Click http://lib.siu.edu/. Go to Onesearch Beta and click EBSCOhost http://web.ebscohost.com/ehost/search/selectdb?sid=8bc9c5ae-6757-495b-a045-980e37f284f0%40sessionmgr113&vid=1&hid=103. Select Academic Search Premier, Business Source Complete, and Business Source Elite as your data bases. Click continue and do a search for the article.

Late assignments will receive 0 points.

SMALL BUSINESS MARKETING PLAN (7 x 100 = 700 points)

There are seven (7) sections to the small business marketing plan that resemble Appendix B. The book example is extremely general in nature and should not be assumed as acceptable (D work). To insure a good grade on your plan, you must explain and justify your decisions. You must supply references and develop charts and diagrams that explain your plan. You must explain and justify why you have decided on the marketing mix elements and be logical. Assume I am the banker that will loan or say yes/no to your plan.

The question after you complete each section of your plan should be, "Would Dr. Fraedrich lend or trust my plan based on the work I’m sending in?" A minimum of 20, 10-type, double spaced pages with references is mandatory. When I say referencing is mandatory, I mean you must go into EBSCO to support every significant action you propose. If you propose print over Television, you must cite and explain why it is the most effective and efficient choice.

When referencing, please see the following:
http://education.exeter.ac.uk/dll/studyskills/harvard_referencing.htm and http://www.bristol.ac.uk/arts/exercises/referencing/referencing%20skills/pa
Also, please read the following website on plagiarism [http://www.plagiarism.org/plagiarism-101/overview].

Do not cut and paste things without properly referencing your work and remember to give all tables, figures, and charts a descriptive title as well as tying them to your paper with the words Table, Figure, Diagram, etc. Remember that if you put in a table or figure it must be explained. The following are the Headers for each section required.

**DO NOT DEVIATE FROM THE FOLLOWING HEADERS.**

Marketing Plan Part 1: Environmental Analysis: The Marketing Environment,

Marketing Plan Part 2: Environmental Analysis: Target Market(s)

Marketing Plan Part 3: Environmental Analysis: Marketing Objectives and Performance Goals

Marketing Plan Part 4: SWOT Analysis

Marketing Plan Part 5: Marketing Strategy

Marketing Plan Part 6: Marketing Implementation

Marketing Plan Part 7: Performance Evaluation

**GRADING SCALE**

There are 1480 total points possible. The grading scale is as follows: A: 1480-1324, B: 1323-1176, C: 1175-1028, D: 1027-880, F: < 880

**THERE IS NO EXTRA CREDIT AND NO CURVE**

**COURSE SCHEDULE***

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<tr>
<td>January 13</td>
<td>Class Begins</td>
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<tr>
<td>January 20</td>
<td>Read Chapter 1: Customer-Driven Strategic Marketing,</td>
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<tr>
<td>January 27</td>
<td>Read Chapter 2: Planning, Implementing and Evaluating Marketing Strategies, Read Appendix B.</td>
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February 3  Read Chapter 3: The Marketing Environment, Social Responsibility & Ethics, Chapter 4: Marketing Research and Information Systems, and Readings Assignment 1. Choose the type of business you want to start.

Readings Assignment 1 due February 8, 23:30.

Chapter Assignment 1: Chapters 1-3 due February 8, 23:30.

EXAM 1: Chapters 1–4 (Window: February 7, 05:00 - February 8, 23:30).


February 10  Read Chapter 5: Target Markets: Segmentation & Evaluation and Chapter 6: Consumer Buying Behavior

Chapter Assignment 2: Chapters 4-6 due February 16, 23:30.

February 17  Read Chapter 7: Business Markets and Buying Behavior and Chapter 8: Reaching Global Markets. Read readings

Test 2: Chapter 5-8 (Window: February 22, 05:00-February 23, 23:30).

Readings Assignment 2 due February 23, 23:30.


February 24  Read Chapter 9: Digital Marketing and Social Networking

Chapter Assignment 3: Chapters 7-9 due March 2, 23:30.

March 3  Read Chapter 10: Product, Branding, and Packaging Concepts

March 10-16  Spring Break

March 17  Read Chapter 11: Developing and Managing Goods and Services


Test 3: Chapters 9-11 (Window: March 23, 05:00-March 24, 23:30).

March 24  Read Chapter 12: Pricing Concepts and Management, Read Appendix on Finance.

Chapter Assignment 4: Chapters 10-12 due March 30, 23:30.


March 31  Read Chapter 13: Marketing Channels and Supply-Chain

April 7  Read Chapter 14: Retailing, Direct Marketing, and Wholesaling, Management

Test 4: Chapters 12-14 (Window: April 13, 05:00-April 14, 23:30).


April 14  Read Chapter 15: Integrated Marketing Communications

Readings Assignment 4 due April 20, 23:30.

Chapter Assignment 5: Chapters 13-14 due April 20, 23:30.

April 21  Read Chapter 16: Advertising and Public Relations


April 28  Read Chapter 17: Personal Selling & Sales Promotion

Readings Assignment 5 due May 1, 23:30.
May 5

Final Exam Week

Chapter Assignment 6: Chapters 15-17 due May 7, 23:30.

EXAM 5: Chapters 15-17(Window: May 6, 05:00-May 7, 23:30).


### SEMESTER TIME TABLE

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BIOGRAPHICAL SKETCH

Dr. John Fraedrich received his Bachelor of Science degree in Management from Brigham Young University. After spending several years in industry, he continued his studies at Texas A&M University receiving a Master of Science and PH.D. in Marketing with an emphasis on theory and ethical decision making. Dr. Fraedrich is a Professor of Marketing, the Jannetides Professor of Business Ethics, and the PhD Marketing Coordinator. He has taught marketing management, small business marketing, marketing channels, and professional selling at the undergraduate level for the past fifteen years and has consulted with executives in every Central American and Caribbean country. Professor Fraedrich has also represented academia and SIUC at the international business ethics level to foreign Ambassadors in Washington D.C. on corporate responsibility and with Brazil’s Supreme Court Justices.

Dr. Fraedrich has lectured in various parts of Asia and Eastern Europe and has written over 50 articles, proceedings, and books mostly related to ethics and values.

STUDY HINTS

Learning on your own takes a high level of self-motivation, time, and real effort. The Office of Individualized Learning wishes you every success in your efforts. If you desire assistance in any phase of your program, please feel free to call. To succeed, you should:

1. Set clear and realistic goals. Don't attempt more than you can manage--but set up short-term objectives that will help you focus on the job to be done.

2. Have some group support. Re-allocate your time at home or work so that others know your effort to complete this course is a sincere one and that you need their encouragement. Whenever possible, attend a group meeting in order to share your progress and problems with fellow students.

3. Organize your time. Accept the fact that succeeding in this course is going to take time from other activities, and plan accordingly. Use your time well and stay with your timetable.

4. Be ready to learn. Look at this subject matter from the viewpoint of your own experience. See how the theories you are learning relate to your
everyday life. Be willing to accept new ideas even if they are in conflict with what you've previously learned. Ask questions of your instructor.

5. Set aside a time and place to study. Try to approach the course at a time of day when you are fresh and alert. Take a five or ten minute break for each hour of study. Review previous material and at the end of your study session quickly review what you just studied. Study in the same place whenever possible--free from television, radio, telephone, and other interruptions.

6. Take useful notes. Note-taking keeps you concentrating. Include the author's main ideas, key details, and important references, but use your own wording. Don't make your notes too long. Whenever possible, compare your notes with your fellow students. If there is an audiovisual component to your course, plan to take notes on these materials as well.

7. Vary your reading rate. The vast majority of your learning will take place from reading. Don't expect to understand everything you read the first time. Expect to read the material through a few times for greater understanding.

**COURSE EVALUATION**

Please complete by clicking [here](http://pvcaa.siu.edu/_common/documents/Syllabus_Attachment.pdf).

**EMERGENCY PROCEDURES**

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at [www bert siu edu](http://pvcaa.siu.edu/_common/documents/Syllabus_Attachment.pdf), Department of Public Safety’s website [www dps siu edu](http://pvcaa.siu.edu/_common/documents/Syllabus_Attachment.pdf) (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

FOR MORE INFORMATION SEE LINK: [http://pvcaa.siu.edu/_common/documents/Syllabus_Attachment.pdf](http://pvcaa.siu.edu/_common/documents/Syllabus_Attachment.pdf)
ADVICE

BILL GATES recently gave a speech at a High School about eleven (11) things the students did NOT and will NOT learn in school. He talked about how feel-good, politically correct teachings created a generation of kids with no concept of reality and how this concept set them up for failure in the "real world".

Rule 1: Life is not fair -- get used to it!
Rule 2: The world doesn't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.
Rule 3: You will NOT make $60,000 a year right out of high school. You won't be a vice-president with a car phone until you earn both.
Rule 4: If you think your teacher is tough -- wait until you get a boss!
Rule 5: Flipping burgers is not beneath your dignity. Your Grandparents had a different word for burger flipping -- THEY called it opportunity.
Rule 6: If you mess up, it's NOT your parents' fault -- so, don't whine about your mistakes --- LEARN FROM THEM.
Rule 7: Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talk about how cool you thought you were. So, before you save the rain forest from the parasites of your parent's generation, try delousing the closet in your own room!
Rule 8: Your school may have done away with winners and losers but life HAS NOT. In some schools, they have abolished failing grades and they'll give you as MANY TIMES as you want to get the right answer. *This doesn't bear the slightest resemblance to ANYTHING in real life!!
Rule 9: Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you FIND YOURSELF! *Do that on your own time!
Rule 10: Television is NOT REAL LIFE. In real life people actually have to leave the coffee shop and go to jobs!
Rule 11: Be nice to "NERDS". Chances are you'll end up working for one!!