MARKETING 350
SMALL BUSINESS MARKETING MANAGEMENT
SPRING 2015

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. 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.

REQUIRED TEXT


EXAMS (5 x 120 = 600 points)

Each exam is timed and will be on D2L for approximately 36 hours. EACH EXAM IS MULTIPLE-CHOICE AND THE DATES REPRESENT A START TIME OF 05:30 (Military Time) AND AN END TIME OF 23:30 THE NEXT DAY. 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.

SMALL BUSINESS MARKETING PLAN (625 points)

The small business marketing plan MUST deal with an existing small business. You must find this small business (> 5 employees, < 100
employees) on your own. You cannot use franchises of any kind. The small business must feel there is a need for something to change. For example, they may have the following: Decreasing revenue, profits, increased competition, etc. Your task is to actually help discover the real problems associated with the small business, develop a solution that is feasible, and create an implementation with subsequent success measures.

This means you will provide me with the following items:

**ASSIGNMENTS**

1. **(25 pts.)** Small Business Name, Owner’s Name(s), Phone #, E-mail, Address. You will also keep a log (date, time-in, and time-out) of when and how you contact the owner, what information was asked for and given, and the amount of time expended. This must be given with each Assignments.

2. **(50 pts.)** A history of the business, business skill sets required, owner’s expertise, actual employee skill sets, products, services rendered. You will also give me a list of problems the owner gives you and why he/she believes these are problems. Have the owner rank order them and give more details as to how he/she believes these problems were created.

3. **(50 pts.)** A detailed description of its products, services, prices, promotions, distribution, and customers. Promotions consist of the following: Advertising, Sales Promotions, Public Relations, Personal Selling. You will give me your list of problems and justifications. Please rank order them.

4. **(200 pts)** You will write-up the solutions to the owner’s marketing problems. For example, if the owner has a sales promotion issue you might write the following:

   Sales promotion is an activity and/or material that acts as a direct inducement, offering added value or incentive for the product to resellers, salespeople, or consumers. It encompasses all promotional activities other than personal selling, advertising, and public relations. Marketers often use sales promotion to facilitate personal selling, advertising, or both; they also use advertising and personal selling to support sales promotions. Sales promotion can increase sales by providing extra purchasing incentives. When deciding which sales promotion methods to use, marketers must consider several factors, especially product characteristics and target market characteristics. The use of sales promotion has increased dramatically, primarily at the expense of advertising. This shift has occurred for several reasons: a) Heightened concerns about value have made customers more
responsive to promotional offers, especially price discounts and point-of-purchase displays. b) Due to their size and access to checkout scanner data, retailers have gained considerable power in the supply chain and are demanding greater promotional efforts from manufacturers to boost profits. c) Declines in brand loyalty mean sales promotions aimed at persuading customers to switch brands are more effective. d) The stronger emphasis placed on improving short-term results calls for greater use of sales promotion methods that yield quick, but perhaps short-lived, sales increases.

You would then explain why the following sales promotion methods would work or not for this owner’s problems:

1. Coupons
2. Cents-Off Offers
3. Money Refunds
4. Rebates
5. Frequent-User Incentives
6. Point-of-Purchase Materials
7. Demonstrations
8. Free Samples
9. Premiums
10. Consumer Contests
11. Consumer Games
12. Sweepstakes
13. Trade Allowances
   - Buying Allowance
   - Buy-Back Allowance
   - Scan-Back Allowance
   - Merchandise Allowance
14. Cooperative Advertising
15. Dealer Listings
16. Free Merchandise and Gifts
17. Premium (Push) Money
18. Sales Contests

You will do this for all four promotion categories.

5. (200 pts.) You will review the business’ pricing, product mix, and distribution channels as well as its competition using the same method as described in item 4. You must justify, using literature you have read via EBSCO (See SIU Library Page for details) to support your suggestions.
6. **(100 pts.)** Given the amount of money and time the owner gives you, you must rank order and describe how you would implement your solutions. In this portion you also must explain what success measures you will use to determine your solutions effectiveness and efficiency. For example, the primary concerns of business customers are price, product quality, and service. To measure these you could suggest: Inventory maintenance data, On-time delivery data, Repair services data, or Quality of service data pre-post.

The question after you complete each section of your plan should be, "Would Dr. Fraedrich lend money or trust my plan based on the work I’m sending in?" A minimum of 20, 12-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](http://education.exeter.ac.uk/dll/studyskills/harvard_referencing.htm) and [http://www.bristol.ac.uk/arts/exercises/referencing/referencing%20skills/page_01.htm](http://www.bristol.ac.uk/arts/exercises/referencing/referencing%20skills/page_01.htm). Also, please read the following website on plagiarism [http://www.plagiarism.org/plagiarism-101/overview](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.

**GRADING SCALE**

There are 1225 total points possible. The grading scale is as follows: A: 1225- 1096, B: 1095-974, C: 973-851, D: 850-729, F: <728

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

**COURSE SCHEDULE***

<table>
<thead>
<tr>
<th>Date</th>
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<tr>
<td>1/20</td>
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1/31 Read Chapter 1: Customer-Driven Strategic Marketing &
   Chapter 2: Planning, Implementing and Evaluating
   Marketing Strategies

2/12 Read Chapter 3: The Marketing Environment, Social
   Responsibility & Ethics and Chapter 4: Marketing Research
   and Information Systems

Take Sample Quiz 1 (Not Graded)

2/13-14 **Exam 1: Chapters 1-4, Open 05:30, 2/13-Closed
   23:30, 2/14; (120 pts.)**
   **Marketing Assignment 1 Due, 023:30, 2/14; (25 pts.)**

2/20 Read Chapter 5: Target Markets: Segmentation &
   Evaluation and Chapter 6: Consumer Buying Behavior

2/27 Read Chapter 7: Business Markets and Buying Behavior
   and Chapter 8: Reaching Global Markets.

Take Sample Quiz 2 (Not Graded)

3/6-7 **Exam 2: Chapter 5-8, Open 05:30, 3/6 – Closed
   23:30, 3/7; (120 pts.)**
   **Marketing Assignment 2, Due 23:30, 3/7; (50 pts.)**

3/7-3/13 SPRING BREAK

3/20 Read Chapter 9: Digital Marketing and Social Networking &
   Chapter 10: Product, Branding, and Packaging Concepts

3/27 Read Chapter 11: Developing and Managing Goods and
   Services

Take Sample Quiz 3 (Not Graded)

3/30-31 **Exam 3: Chapters 9-11, Open 05:30, 3/30 – Closed
   23:30, 3/31; (120 pts.)**

4/10 Read Chapter 12: Pricing Concepts and Management, Read
   Appendix on Finance, and Chapter 13: Marketing Channels
   and Supply-Chain
4/11  Marketing Assignment 3, Due 23:30, 4/11 (50 pts.)

4/15  Read Chapter 14: Retailing, Direct Marketing, and Wholesaling, Management

Take Sample Quiz 4 (Not Graded)

4/17-18  Exam 4: Chapters 12-14, Open 05:30, 4/17 – Closed 23:30, 4/18; (120 pts.)
        Marketing Assignment 4, Due 23:30, 4/18; (200 pts.)

4/24  Read Chapter 15: Integrated Marketing Communications & Chapter 16: Advertising and Public Relations

4/30  Read Chapter 17: Personal Selling & Sales Promotion & Marketing Assignment 5 Due 4/30, 23:30; (200 pts.)

        Take Sample Quiz 5 (Not Graded)

5/08-09  Exam 5: Chapters 15, 16, 17, Open 05:30, 5/08 – Closed 23:30, 5/09; (120 pts.)
        Marketing Assignment 6 Due 23:30, 5/10; (100 pts.)

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.

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, Department of Public Safety’s website www.dps.siu.edu (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