

MARKETING

Fall 2017

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TEXT: Pride, W.M. Marketing. 19th edition Mason: Cengage Learning. 2018

OBJECTIVES:

This course seeks to familiarize students with information and research findings that are useful in understanding different marketing concepts. These include selected aspects of market segmentation, product development, pricing, physical distribution, services marketing, nonprofit marketing, ethics in marketing, international marketing, and the implementation of marketing programs. Such background knowledge is designed to equip the students with tools and techniques for analyzing marketing opportunities they would encounter during their careers.

ATTENDANCE:

A make-up exam will be given only if the student has the absence excused before the test is administered. It is not sufficient to leave an e-mail or a voice-mail. The student must speak with the instructor. You might get a 0 on the exam if you arrive late. Family vacations do not count as an excused absence. A make-up exam might be much more difficult than the regular exam.

Students who need to leave early should inform the instructor before the beginning of class and sit by the exit door. Walking out of class and arriving late could result in 0 points for participation and attendance.

Students should not be taking Business 330 at the same time period as another class.

METHOD OF EVALUATION:

Exams _____	500 points
Quizzes _____	30 points
Participation _____	50 points
Written Assignment _____	100 points
SBE event 1 _____	20 points
SBE event 2 _____	20 points
Proposal _____	20 points
TOTAL _____	740 points

WRITTEN ASSIGNMENT

Pick a company of choice. The first letter of the company must be the first letter in your first or last name. Do not pick a privately owned company. You need to answer the following questions for the company:

What is the stock symbol? What is the selling price for the stock? What are the total sales for the most recent reported year? Use the most current data for the stock price. Identify the date you selected. (10 points)

What is the mission statement? (5 points)

List the product lines. List the products within each product line. **Do not turn in a version downloaded from a website.** (10 points)

Define beta. What is the beta? (5 points)

Define PE ratio. What is the PE ratio? (5 points)

Is there a quarterly dividend? What is the dividend from the most recent quarter? (5 points) **Be careful not to give the annual dividend.**

What is the earnings per share in the most recent quarter? List which quarter you are describing. For example, it would possibly be the third quarter of 2016 (5 points. **Be careful not to give the earnings for an entire year.**

Define PEG ratio. What is the PEG ratio for the company? Is it a good or bad number for your company? Explain. (5 points) 5 extra credit points if you get all three parts of the PEG ratio correct.

What are three of their charitable contributions? You should explain the three organizations that receive the contributions. Employee matching or employee volunteer hours does not count as a charitable contribution. (10 points)

What percent of their sales are derived from foreign markets? List the percentages of sales by different regions as is listed in Hoover's. **Include the downloaded page from Hoover's.** (10 points) You can reach Hoover's by going through the university website. Hit library. The next step is click databases. Hit Hoover's Online (Full Text). Hit continue. Type in the name of the company you selected next to "all categories. Click on the products and operations.

Where is the company headquarters located? Give the name of the city. (5 points)

Who is the Chief Executive Officer? (5 points)

What are the names of the board members? How many are male and how many are female? List where each board member is employed. Most of the board members will be employed at a different company. For example, Mary Dillon is on the board at Starbucks and she is the CEO of Ulta Cosmetics. (20 points)

Do not pick a retailer or privately owned company. For example, you cannot report on McDonald's, Target, Kroger, Marriott, an airline or a financial institution. 20 points

will be taken off if there is not proper citation. **Papers with incorrect formatting will receive no points.** Follow the model for

formatting that appears in the syllabus. Use citations within the paper and list references at the end using the APA style.

You must report on an existing company. For example, you cannot report on Union Carbide, Heinz, Hillshire Brands, Beam, or Sara Lee because they no longer exist.

Suggested sources:

Standard & Poor's, Hoover's, Morningstar, Thompson Reuters, Yahoo Finance, Zacks, Company website, Value Line

The due date will be announced in class.

CLASS SCHEDULE:

WEEK	ASSIGNMENT
Sept 6	1
Sept 11	3,4 <u>BRING HOOVER'S PAGE ON FOREIGN SALES FOR PEPSICO TO CLASS. BE SURE TO BRING A HARDCOPY ON</u> September 11. Quiz 1 Chapter 1
Sept 18	9,5 Term paper proposal is due September 20.
Sept 25	6 Exam 1 Chapters 1,3,4,9
Oct 2	7 Quiz 2 Chapter 5
Oct 9	8 Exam 2 Chapters 5,6,7
Oct 16	11
Oct 23	12
Oct 30	13
Nov 6	2 EXAM 3 Chapters 8,11,12
Nov 13	14, 15

Nov 20	16
Nov 27	17, 18
Dec 4	19 Exam 4 Chapters 13,2,14,15,16,17
Dec 11	20

EXAMS WILL USUALLY BE ON WEDNESDAY.

PROPOSAL

Identify the name of the company for your report and submit the page from Hoovers on the foreign sales.

SBE EVENTS

For this course, you must attend two SBE events. One event must be before the mid-semester cut-off date, which is October 20. The second event must be before the end of the semester cut-off. If you go to the second event before the mid-semester cut-off date, that will carry over to the second half of the semester. You need to use your point card to sign in to receive credit. **You need to attend two separate events for each course that requires them.** If you have not attended enough events to cover all of your courses, your attendance will be allocated to your courses in alpha-numeric order.

There will be 20 extra credit points if you attend both events. You must attend one event before the mid-semester cutoff date. You may attend both events by the mid-semester cutoff date. You may not attend both events after the mid-semester cutoff date.

SBE events will be posted on D2L. The scores will be updated weekly. Let me know if there is an error. You need to let me know by December 15 at the latest if there is an error.

Final Exam: December 20 8:00 – 9:00

Office Hours: MW 8:00 – 9:30

Mission of the School of Business and Economics

The UW-SP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. We serve the students, businesses, economy and people of the greater central Wisconsin region. Our students achieve an understanding of regional opportunities that exist within the global economy.

Evidence of our graduates' level of preparation can be found in their ability to ...

- Analyze and solve business and economics problems
- Understand the opportunities and consequences associated with globalization
- Appreciate the importance of behaving professionally and ethically
- Communicate effectively

Program Learning Objective

Students will be able to apply core concepts, models and methods from business, accounting, and economics in identifying and solving problems.

Course Learning Outcomes

Students should be able to employ appropriate methods in identifying problems in marketing.

Students should be able to analyze data in making marketing decisions.

Students should be able to devise pricing policies that firms can implement successfully.

Students should be able to describe product development processes and promotional strategies that firms can profitably employ.

Students should be able to appraise various distribution options that firms can choose.

Students should be able to apply marketing concepts in analyzing global markets.

Student Academic Standards and Disciplinary Procedures Website:

<http://www.uwsp.edu/admin/stuaffairs/rights/rightsChap14pdf>

Grading Scale:

93 – 100 A

90 – 93 A-

87 – 90 B+

83 – 87 B

80 – 83 B-

77 – 80 C+
73 – 77 C
70 – 73 C-
67 – 70 D+
60 – 67 D
00 – 59 F

PAPER FORMAT !!!

XYZ Company

STOCK SYMBOL, STOCK PRICE AND ANNUAL SALES

The stock symbol is CBS (www.xyz.com)

The selling price for the stock is (source)

The annual sales for the company is (source)

MISSION STATEMENT

The mission statement is (source)

PRODUCT MIX

Beverages

Snacks

Abc

Efg

Hij

klm

Nop

(source)

BETA

Beta is defined as (source)

The beta is ??. (source)

PE RATIO

PE ratio is defined as _____ (source)

The PE ratio is _____ . (source)

QUARTERLY DIVIDEND

The quarterly dividend from the second quarter of 2017 \$?.??(source)

Use the most current number. It might be the third quarter.

EARNINGS PER SHARE

The earnings per share in the second quarter of 2017 was reported to be \$?.?? (source)

Use the most current number. It might be the third quarter.

PEG RATIO

The definition of the PEG ratio is _____ . The PEG ratio for the company is ____ . It is a good or bad indicator for the company because _____ . (source)

THREE CHARITABLE CONTRIBUTIONS

1

2

3 (source)

SALES FROM FOREIGN MARKETS

XX% of sales is from foreign markets (Hoover's Inc, 2017).

HEADQUARTERS

The company headquarters is located in _____ (source)

CHIEF EXECUTIVE OFFICER

The name of the CEO is

BOARD MEMBERS

The names of the board members and their place of employment with their positions are

X are male and X are female.

REFERENCES

Retrieved October 19, 2017 from <http://www.conagra.com>

Hoover's Inc. (2016) *Pepsi Corporation* Hoovers Company Records Retrieved October 19, 2017