

# MARKETING

Fall, 2018

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TEXT: Pride, W.M. Marketing. 19<sup>th</sup> 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 |
| PRO (SBE) event 1 _____  | 20 points  |
| PRO (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 2018 (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 year was the company founded?

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. Former Vice-President Al Gore is on the board at Apple. (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 5  | 1  |
| Sept 10 | 3,4 Quiz 1 Chapter 1                         |
| Sept 17 | 9,5 Term paper proposal is due September 19. |
| Sept 24 | 6 Exam 1 Chapters 1,3,4,9                    |
| Oct 1   | 7 Quiz 2 Chapter 5                           |
| Oct 8   | 8 Exam 2 Chapters 5,6,7                      |
| Oct 15  | 11, 12                                       |
| Oct 22  | 13 EXAM 3 Chapters 8,11,12                   |
| Oct 29  | 2  |
| Nov 5   | 14   |
| Nov 12  | 15   |
| Nov 19  | 16   |
| Nov 26  | 17   |
| Dec 3   | 18 Exam 4 Chapters 13,2,14,15,16,17          |
| Dec 10  | 19, 20                                       |

## **EXAMS WILL USUALLY BE ON WEDNESDAY.**

### **PROPOSAL**

Identify the name of the company for your report. Turn in the page you found that states the year the company was founded.

### **PRO (SBE) EVENTS**

For this course, you must attend two PRO (SBE) events. One event must be before the mid-semester cut-off date, which is October 19. 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. For example, Accounting 210 counts before Business 330.

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.

PRO (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 12 at the latest if there is an error.

Pro Events will be listed on the following website: [proevents.uwsp.edu](http://proevents.uwsp.edu)

Final Exam: Thursday December 20 10:15 – 11:15

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](http://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 third quarter of 2018 \$?.??(source)

*Use the most current number. It might be the first, third, or fourth quarter.*

### **EARNINGS PER SHARE**

The earnings per share in the third quarter of 2018 was reported to be \$.??.?? (source)  
*Use the most current number. It might be the first, second, or fourth 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)

### **YEAR THE COMPANY WAS FOUNDED**

The company was founded in \_\_\_\_\_ (source).

### **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 3, 2018 from <http://www.conagra.com>

Hoover's Inc. (2018) *Pepsi Corporation* Hoovers Company Records Retrieved October 19, 2018

