

**DePaul University**  
**School For New Learning**  
**Course Syllabus**

**I. General Information**

The course described in this syllabus is to be:

- Conducted at: The School For New Learning, Loop Campus
- Titled: FA 228 *“The Marketing Mindset”*
- Offered: Winter, 2010, Monday, 6:00 p.m. – 9:00 p.m.
- Consisted of: ten, three-hour sessions (30 hours in total).
- Instructed by: Terry P. Mollan
  - ◇ *Office*  
Phone: 815-226-1666  
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  - ◇ *E-mail:* tpmlma@aol.com

**II. The Course Objective**

*“To provide the students with the philosophy, principles, and techniques critical to understanding marketing as a profession, identifying market opportunities, and developing a plan to capture them.”*

**III. Course Description And Faculty Biographical Sketch**

The students will learn the principles of marketing, how to analyze and select a target market geographically, demographically, and by application, how to develop a marketing strategy and accompanying tactics, and how to develop a marketing plan.

The instructor, Terry P. Mollan, is a senior partner with Lehnen, Mollan & Associates, a strategic marketing consulting firm based in Chicago. Mr. Mollan’s undergraduate and graduate education has been at DePaul’s School For New Learning. His special area of focus is industrial and commercial marketing and channel distribution. Clients include: IBM, FMC, Honeywell, 3M, Imation, CertainTeed, ITW, Sigma Chemical, Merck, and others.

Mr. Mollan was a Senior Vice-President for Pierce Chemical, a Swedish owned manufacturer of biologically active chemicals, drug intermediates, and diagnostic/analytical kits. Additionally, Mr. Mollan was the Marketing and Operations Manager for two divisions of Minnesota Mining and Manufacturing (the 3M Company) at their headquarters in St. Paul, MN.

**IV. Competencies (FX, HCD, H2-G and H1-C)**

- **FX.** *“Understands and can communicate the revenue producing objectives and aspects of marketing as well as the analytical and investigative process necessary to develop a marketing plan.”*
- **HCD.** *“Can evaluate the role and impact of marketing communication on the marketing plan and on society as a whole.”*

- **H2-G.** “Understands and can communicate the role and impact of marketing communications and/or information technology on the U.S. markets, their social and purchasing behaviors.”
- **H1-C.** “Can analyze the impact of social institutions on human development.”

## V. The Learning Experience

### Materials

- Text: Kellogg on Marketing, by Dawn Iacobucci, John Wiley & Sons Inc., ISBN 0-471-35399-X
- Articles from *Forbes*, *Harvard Business Review*, *Fortune*, and *Conference Board* magazines

The learning strategies which will be employed during this course will consist of:

- Readings and discussions from the text.
- Small group discussions.
- The analysis and segmentation of markets.
- The sequential development of an international marketing communication strategy.
- Class participation in work group case studies.

## VI. Evidence The Student Will Submit

- A paper on market segmentation including the definition of a market segment, the methods by which it can be segmented, the reasons for segmenting, and how different segmentation techniques may be applied for different objectives. (**HCD** and **H2-G**)
- Marketing plan outline for a consumer or business-to-business product. The outline will cover a 12-month period and will include the markets to be targeted, the products to be marketed, their benefits/differentiating factors, a proposed “go to market” process, and any other critical issues. (**FX**)

## VII. Criteria For Assessment

- Grading practices and/or policies:
  - ◊ Students may take this course on a pass/fail basis if the instructor is notified prior to the beginning of the third session.
  - ◊ Otherwise this course will be graded in a manner consistent with DePaul’s letter grading system.
- Attendance policy. Attendance is required unless the student makes special arrangements in advance with the instructor.
- The marketing communication plan outline will be assessed based on its completeness and conformity with the model discussed in class. Additionally by its ability to communicate those issues critical to a consumer or B-to-B marketer in bringing a new product to market or an existing product to a new market.
- A market segmentation paper will be assessed based on the students’ understanding of market segmentation, its applications, and its techniques as well as its impact on the marketing plan in general and on marketing budgets in specific

## Class Schedule

Classes	Description
Class I January 4	<p><i>Introduction:</i></p> <ul style="list-style-type: none"> <li>• Definition of marketing, what it is, why it is essential to modern business.</li> <li>• B-to-B versus consumer marketing, the differences.</li> <li>• Where marketing fits in with the corporate organizational structure.</li> </ul>
Class II January 11	<p><i>Market segmentation:</i></p> <ul style="list-style-type: none"> <li>• How markets may be segmented.</li> <li>• Why segmentation is an essential part of the marketing planning process.</li> <li>• Segmentation for B-to-B products.</li> <li>• Segmentation for B-to-C products.</li> </ul>
Class III January 18	<p><i>Identifying, analyzing, and quantifying target markets:</i></p> <ul style="list-style-type: none"> <li>• Techniques for identifying and quantifying target markets.</li> <li>• Assessing their relative value and prioritizing target markets.</li> <li>• Recognizing trend shifts.</li> <li>• Defining the product's differentiating factors for a target market segment.</li> </ul>
Class IV January 25	<p><i>Advertising:</i></p> <ul style="list-style-type: none"> <li>• B-to-B versus B-to-C advertising, the differences.</li> <li>• Vehicle selection and evaluation.</li> <li>• Integration of advertising within the marketing communication plan.</li> <li>• Evaluating the effectiveness of your advertising.</li> </ul>
Class V February 1	<p><i>The marketing plan:</i></p> <ul style="list-style-type: none"> <li>• Terms commonly used.</li> <li>• Its components and their relationships.</li> <li>• Timeliness and revisions.</li> <li>• Developing evaluation criteria.</li> </ul>
Class VI February 8	<p><i>Channel distribution strategies and tactics:</i></p> <ul style="list-style-type: none"> <li>• What is channel distribution?</li> <li>• Why is it important?</li> <li>• B-to-B versus B-to-C channel techniques and tactics.</li> <li>• Minimizing channel conflict.</li> <li>• Channel design.</li> </ul>
Class VII February 15	<p><i>Channel compensation and pricing:</i></p> <ul style="list-style-type: none"> <li>• Who should get compensated for what?</li> <li>• Distributors, dealers, agents, and resellers compensation.</li> <li>• End user pricing, determining it, maintaining it.</li> <li>• The affect of pricing on market share and profitability.</li> </ul>
Class VIII February 22	<p><i>Ethical and legal guidelines for marketing communication programs:</i></p> <ul style="list-style-type: none"> <li>• Federal Trade Commission, its role and regulations.</li> <li>• The effect of unethical/misleading advertisements on an organizations' position, value, and its relationship with the community.</li> <li>• Cultural differences between industries and markets.</li> <li>• Variances between the U.S. and Western Europe.</li> </ul>

Classes	Description
Class IX March 1	<p data-bbox="446 138 1291 205"><i>Putting it all together, developing and integrating your marketing plan outline:</i></p> <ul data-bbox="446 210 1372 420" style="list-style-type: none"> <li data-bbox="446 210 1372 277">• Ensuring your strategy is consistent with the target markets' requirements and your value proposition.</li> <li data-bbox="446 281 1372 348">• Developing a "checklist" of cultural differences and ethical considerations consistent with a corporation's position.</li> <li data-bbox="446 352 1372 386">• Integrating your program with the overall business strategy.</li> <li data-bbox="446 390 1372 420">• Developing exit points/evaluation criteria quarterly.</li> </ul>
Class X March 8	<p data-bbox="446 424 1291 457"><i>Review of material, collection of papers/evidence, and final exam/quiz.</i></p>

### VIII. Overview

The main objective of this course is to provide the students with a working knowledge of the marketing function as well as the strategies and techniques essential to successful B-to-B and B-to-C marketing. At the conclusion of this course, the students will understand and be able to communicate the components of a marketing plan, their function and relationship to both each other and other functions within the corporation.