

IN 276 MARKETING APPLICATIONS IN CONTEMPORARY SOCIETY
Faculty Designed Independent Study

I. General Information

Faculty: Pam Wright, 636 Golf Lane, Barrington, IL 60010
847-304-5489 (voicemail) Email: pwright3@condor.depaul.edu
Available for phone consultation--preferably during the day

Location: Conducted by email, phone & traditional mail

Credit Hours: 2

II. Course Description and Faculty Biographical Sketch

Marketing campaigns are conducted by hospital, churches, the U.S. government. Marketing consultants help sell political candidates, public policies, even countries. Professionals-- lawyer, doctors, and dentists--are using marketing to build their practices. You market yourself when you look for a job. Marketing is undertaken by both businesses as well as non-profit organizations. Through this independent study course, students will gain an understanding of the marketing process and key strategies of product planning, pricing, distribution and promotion. Students will read a marketing textbook and do a marketing project approved by the instructor.

Pam Wright is an independent marketing consultant with extensive experience in the field. She was formerly a marketing manager for Sears, an account supervisor for a direct response advertising agency and a conference planner for a professional marketing association. She has an M.B.A. degree and has also taught at Western Illinois University.

III. Competence

FX Can analyze/develop appropriate marketing strategies for an organization

Note: the competence statement can be modified to meet the individual needs and background/experience of the student Marketing strategies will be studied and applied in a context chosen by the student.

IV. Learning Experience

-Independent learning experience with instructor feedback: approval of project and review of draft required prior to submission of final project

-Readings from marketing textbook: *Contemporary Marketing*, Louis E. Boone & David L. Kurtz, Thomson/South-Western Publishing, current edition

-Reading current news articles related to marketing from daily newspaper, general and/or business magazines, internet sources

-Completion of a study worksheet related to the text

-Research, analysis and development of a marketing project to be submitted hard copy

V. Outcomes

Students will have an overall understanding of the marketing process, concepts and terminology. Strategic concepts will be applied to the development of a marketing plan.

VI. Evidence the Student Will Submit

-A written marketing plan (or other written project as approved by the instructor) will follow basic outline provided, and be double spaced, with bibliography (at least 3 sources), 7-10 pages in length.

Students often develop a marketing plan for the organization where they work, for a business they would like to start someday or for an organization with which they or someone they know is involved.

A marketing plan or analysis should include: situation analysis (see marketing environment chapter in the text), target audience, and marketing strategies (product, price, promotion and distribution). See website for sample outline and for chapters in text to read: <http://condor.depaul.edu/~pwright3>

A draft of your paper is due week #7 of the quarter. Papers require revisions before a final grade is given.

-Worksheet completed with reading of text

-6-8 current news articles related to marketing submitted with key points highlighted

-Worksheet & articles may be submitted with the draft of with the final paper.

-All work is to be submitted by hard copy mailing to instructor with self-addressed stamped envelope for return to student with instructor feedback/comments

Note: University Academic Integrity Policy will be followed, see:
<http://studentaffairs.depaul.edu/homehandbook.html>

VII. Criteria for Assessment

	% of Grade
-Worksheet and articles	10%
-Marketing project	90%

Specific Assessment Criteria

- *Correct application of marketing concepts and use of terminology
- *Thorough coverage of relevant points/following outline guideline
- *Organized approach to analysis and presentation of information
- *Ideas and *support* for ideas, opinions and recommendations
- *Clarity in communicating the above

Written Work Will be Evaluated As Follows:

A= designates work of high quality; reflects thorough and comprehensive understanding of the issues at hand; reflects a clearly identifiable thesis and argument that demonstrates cogent and creative development and support of idea.

B= designates work of good quality; reflects clearly organized and comprehensive understanding of issues at hand; presents substantive thesis and argument with evident development and support of ideas.

C= designates work which minimally meets requirements set forward in assignment; reflects some organization and development of ideas but develops argument in superficial or simplistic manner; may only address part of the assignment or be otherwise incomplete.

D= designates work of poor quality which does not meet minimum requirements set forth in the assignment; demonstrates poor organization of ideas and/or inattention to development of ideas, grammar, and spelling; treatment of material is superficial and/or simplistic; may indicate that student has not done reading assignments thoroughly.

Note on Incompletes: The student may take more than one quarter to complete this FDIS.

The SNL student who wishes to receive the grade of IN must formally request in writing that the instructor issue this grade. This request must be made before the end of the quarter in which the student is enrolled in a course. The instructor and student will then fill out a contract with agreed upon date for completing the work. Work not submitted within 2 subsequent quarters will result in the Incomplete grade automatically changing to F.

VIII. Class Schedule

Weeks 1-4: Textbook readings, worksheet, collect articles

Week 4: Get instructor approval on project

Week 7: Submit draft via traditional mail with return envelope

Week 10: Final paper, worksheet, articles due

See note on Incomplete Policy in section above.