



## School of Business

### MK450 – Marketing History

Fall 2011

Instructor: Dr. Brian Jones

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Office hours: Tuesday / Thursday 1:00pm – 3:00 pm; Wednesday 9 am – 11:30 am; or by appointment

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#### Course Overview

This seminar course examines the development of modern marketing in America from the mid-nineteenth century through the twentieth century. The course focuses on how pioneering entrepreneurs such as R.H. Macy, H. J. Heinz, the Kellogg brothers, Richard Sears, Milton Hershey, and others created brands that became household names and, in the process, revolutionized marketing practice. One of the distinctive strengths of American business is its marketing prowess. Have you ever wondered how American marketing became the sophisticated powerhouse it is today? Who were the pioneers of modern techniques of mass marketing? How did they do it and why? These are some of the questions we'll address in this course on marketing history. We'll focus on the time period from the late nineteenth century to the middle of the twentieth century when American mass marketing emerged and revolutionized the way most people lived and viewed the world. Most of our modern marketing practices in branding, segmentation, packaging, advertising, sales promotion, use of credit, and distribution were developed during that era.

#### Learning Objectives

The School of Business has adopted ten learning goals for its undergraduate programs. Three of those goals are addressed in this course including (1) *the development of expertise in a business discipline (marketing)*, [through an examination of the historical development of marketing practice] (2) *the development of skills in written communication* [book review and other written assignments] and (3) *oral communication* [participation in class discussions is graded]. The Marketing department has also adopted three learning goals for majors in the marketing program and this course specifically addresses the goal of *application of core Marketing principles to specialized environments; Students should be able to apply basic marketing principles to specialized environments such as, but not limited to, service organizations, international markets, business organizations, marketing channels including retailing, marketing research, and advertising.* [All of these are included through an examination of the historical development of marketing practice.]

Frankly, I also want you to have some fun in this course, to learn about something just for interest's sake, and to develop some perspective around what you already know about marketing.

## Course Materials

- Strasser, Susan (2004 Smithsonian; 1989 Random House), *Satisfaction Guaranteed: The Making of the American Mass Market*. [available from instructor or from Amazon.com]
- Blaszczyk, Regina (2009) *American Consumer Society, 1865 – 2005*. Only Part II Introduction, and chapters 4 and 5 will be assigned and copies of those chapters will be on library reserve.
- Koehn, Nancy (2001) *Brand New*. Only chapter three will be assigned and a copy of that chapter will be on library reserve.
- A few other assigned readings will be posted on Blackboard. Check “Course Materials / Class-by-week”
- Several videos will be shown in class. Those videos are not available outside of class sessions.

## Class Sessions

- This course is intended to be a seminar. Most sessions will involve class discussion of assigned readings or discussion of in-class videos. Obviously, with this format our collective benefit from the course will depend on the participation of each and every person in the seminar. In other words, you (and the rest of us) will only get out of the course what you put into it. Please complete the assigned readings before class and be prepared to share your opinions and insights with the rest of the class. Discussion questions will be posted on Bb (“Course Materials / Class-by-week”) before each class in order to provide some structure for our discussions. However, these are only intended as a rough guide. One of the useful things about marketing history is that it provides us with a reference point against which we can compare current marketing. As you learn about the pioneers of modern marketing and the practices they developed, you should constantly be comparing those techniques with marketing today and considering what has changed – and why, and what has remained constant – and why. To study marketing history is to study the changes and / or continuity in marketing practices over time.

## Requirements

As you’ll see in the grade allocation below, your course grade will depend a good deal on your participation in seminar discussions. Given the number of students in the class and with only 75 minutes available in each class, not everyone is expected to participate in every class discussion. There are about 20 class days scheduled for discussions of assigned material, either readings or video. Your participation in each class will be evaluated from 0 to 2 with your 15 best class participation days used to determine your total participation grade out of 30. There will be discussion questions posted on Bb under Course Materials / Class-by-week that will help you prepare for class discussions.

There are also required research / writing assignments (two of these include a class PPT presentation, both in small groups) and an individually assigned term paper for which there are two options described below. All written submissions must be typed and double spaced with appropriate use of headings and subheadings where appropriate. At the top of the first page of any written submission, please include a title and your name. Sources must be cited where relevant in the body of any written assignment and listed in a reference list at the end of any assignment. You must have a citation and corresponding reference for all direct quotes and paraphrases. Please note: 1% of your grade on each assignment will be deducted for each writing mechanics error up to a maximum of 10% (i.e. your first ten spelling/typographical, grammatical, etc. errors will cost you).

*Any use of laptops (other than when required for making a scheduled presentation), cell phones, or unprofessional behavior during class time will result in the loss of two class participation marks for each such instance.*

## Grade Allocation & Due Dates

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|---|-----|----------------------|
| • Advertising / Marketing History on the internet (10%) | Due | Tuesday, September 6 |
| • AdAccess Comparative History Assignment (30%)         | Due | Tuesday, November 29 |
| • Biography term paper (30%)                            | Due | Monday, December 12  |
| • Class participation (30%)                             |     |                      |

## Assignments

- *Advertising History on the Internet / How Companies Use Business History* [10% of course]
  - **Pairs of students** will be assigned different websites (check Bb list for your assigned URL). Some of the sites are sources for advertising history; some are company sites that include historical content. Full instructions including the websites available for this assignment are posted on Bb under “Assignments”.
  - The typewritten submission for this assignment should be no more than two pages in length. [5% of course grade]
  - Report your findings to the class in a (no more than) 5 minute presentation. You may use PPT or link to the website but you will have no more than five minutes. [5% of course grade]
- *A Comparative History of Advertising* [30% of course grade]
  - **This assignment must be completed in groups of two or three students each.** Please notify Brian of the names of students in your group as soon as possible but no later than October 4.
  - Using the Duke University – Hartman Center for Advertising and Marketing History - Ad\*Access online database of historical advertisements, <http://library.duke.edu/digitalcollections/adaccess/>, or their “Medicine and Madison Avenue” database, choose any product category from the “Beauty and Hygiene” collection or the “Medicine and Madison Avenue” database. Select a sample of ads (you’ll need at least ten ads from each decade or at least fifty in total, more is better. Make sure you include in your submission a table showing how many ads you sampled by decade and describe how you did your sampling, i.e. how you chose the ads for your sample. Study the content (copy and images) of the ads. What appeals or themes were used and how did they change over time? Include a table in your submission showing the number of ads using each appeal (note: a single ad may include more than one appeal) by decade. (See Bb for a list of common advertising appeals / themes.) How were women portrayed in the ads and how did that portrayal change or remain constant over time? Include in your paper one or two ads from each decade (perhaps the ones you intend to show in your presentation); these should be labeled and referred to in the body of your paper where relevant. Your written submission should be at least 8 and no more than 10 pages in length. [20% of course grade]
  - Present in class a PPT summary of your analysis, no longer than 12 minutes. [10% of course grade]
- *Biography term paper* [30% of course grade]
  - *Do only one of the following two options.* Please get your topic approved before beginning this assignment. Additional instructions will be posted on Bb early in the semester.
  - *Option 1:* Write a short (10 – 15 pages) biography of any business person. Your subject can be a grandparent, parent or other relative or friend of the family. You’ll need to interview your subject, so select someone you know will be accessible for some interview time. Focus on their key achievements and on the people and events that influenced them and how they do what they do. We will be reading at least one short biography early in the semester and watching several A&E Biography videos in class – all of which will give you some idea of how to research and write this assignment. There will also be a short reading posted on Bb with some useful information about how to research and write a biography.
  - *Option 2:* This is the recommended option and is considerably easier to do well than option 1 above. Read a biography (book) of any business person of your choice and write a book review of the biography. Detailed instructions for writing a book review are posted on Bb. If you go to any good bookstore and check the business section, there should be several current bestselling biographies available. Please get the book approved before you proceed.

**MK450 Course Schedule - Fall 2011**

<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
Aug. 30	Course Introduction	Course Syllabus
Sept 1	Why History Matters	Readings & discussion questions posted on Bb
Sept 6	Ad & MK history on the web / How companies use history - web	Instructions on Bb; Written submissions due in class; Presentations (no more than 5 minutes)
Sept 8	Birth of Mass Marketing	Strasser, chapter one "American Pie"
Sept 13	Birth of Mass Marketing – Biography History of Chocolate Marketing	A&E video "Cadbury Family: Sweet Smell of Success"
Sept 15	Birth of Mass Marketing – Biography History of Chocolate Marketing	A&E video "Milton Hershey"
Sept 20	Birth of Mass Marketing – Biography History of Food Marketing	Koehn, chapter three "H.J. Heinz, 1844 – 1919" [on library reserve, see Bb]
Sept 22	Birth of Mass Marketing – Biography History of Food Marketing	CNBC-Titans "H.J. Heinz"
Sept 27	Branding	Strasser, chapter two "The Name on the Label"; Also "Rebranding – 10 Logos" posted on Bb
Sept 29	Branding – History of Coca-Cola History of Cola Marketing	Cola Wars I video
Oct 4	Product (Cola) - Market Competition	Cola Wars II video
Oct 6	Branding and Product	Discussion of both Cola Wars videos; questions posted on Bb
Oct 11	Channels	Strasser, chapter three "Chain of Distribution"
Oct 13	Channels & Retailing – Biography	A&E video "R.H. Macy"
Oct 18	Consumer Society	Strasser, chapter four "New Products, New Habits"
Oct 20	New Product, New Habits – Biography	A&E video "Kellogg Brothers"
Oct 25	Segmentation, Targeting, Positioning, & Market Research	Strasser, chapter five "Designing Markets"
Oct 27	Consumer Society	Blaszczyk Part Two Introduction "Modern America" [Blaszczyk readings on library reserve ]
Nov 1	Segmentation, Targeting, Positioning, & Market Research	Blaszczyk chapter 4 "Mr. Advertising Meets Mrs. Consumer"
Nov 3	Technology and new products – Phonograph and radio	Blaszczyk chapter 5 "Sensing a Wider World"
Nov 8	Sales Promotion	Strasser, chapter six "Sales and Promotions"
Nov 10	Retailing	Strasser, chapter seven "The New Retailing"
Nov 15	Retailing – Biography	A&E video "Sears"
Nov 17	TBA	TBA
November 21 - 25	<b>Thanksgiving Break Week</b>	<b>No Classes</b>
Nov 29	Advertising History	Ad* Access – comparative history assignments due in class and presentations begin
Dec 1	Advertising History	Ad* Access – comparative history assignments... presentations continue
Dec 6	Ethics in Marketing	Strasser, chapter eight "The Politics of Packaged Goods"
Dec 8	Course wrap up & evaluations	