Principles of Marketing

Course #: MRKT 305
Instructor: Rick Ross
Term: Fall 2007
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Office Hours: M-F 8:00 am to 9:00 am

This course provides a clear, concise style students readily understand and enjoy.

This course includes the following topics: Designing customer-oriented marketing strategies; managing technology and information to achieve marketing success; market segmentation and customer behavior; product strategy; and promotional strategy.

The learning methodologies incorporated in this course include: computer applications, internet assignments, case studies, lectures, group discussions, multimedia presentations. In addition there are PowerPoint presentations for the instructor and students to review as well as review questions and teamwork practices at the end of each chapter. The textbook has a website with additional information of the student.

Objectives:

- To identify the basic concepts and techniques of marketing so the student can demonstrate a working knowledge of marketing terminology and the ability to use analytical tools with consistent accuracy in solving marketing problems.
- To develop skill in analysis, synthesis and valuing through participation in marketing case studies
- To probe the world of marketing managers to provide students an opportunity to study careers in marketing.
- To introduce marketing resources and research so that the students display a knowledge of current and future opportunities or problems in the marketing field.
- To acquire and interpret information using the internet or other online resources.

Attendance:

Attendance is expected. This instructor is to be notified ahead of time if a student will not be attending class. If a student misses a class they are responsible for all notes and assignments from that class. Any student missing three class periods unexcused will have their grade reduced one letter grade.

Academic Integrity:

Students are expected to know the policy regarding academic integrity from the student handbook. The instructor reserves the right to fail any student caught violating the school’s policy. Student’s are expected to turn in their own work or cite references to others works used in their reports or papers.
Assignments:

Students are expected to keep up their assignments. Assignments are due on Friday at least four days after they are assigned. Assignments on the syllabus are assigned on the first day that we start covering the chapter. Students are expected to turn in their own assignments and not all assignments will be graded for content. In addition the instructor reserves the right to have weekly writing assignments in class.

Tests and Quizzes:

Will be graded based on the following percentages: A – 90% to 100%, B – 80% to 89%, C – 70% to 79%, D 60% to 69%.

Students who are absent during a quiz will not be allowed to make it up. All tests must be taken during the scheduled test period, or an arrangement must be made with the instructor.

Final grade will be determined by points assigned to the following:

- Chapter Tests and Quizzes 25%
- Daily Assignments 25%
- Final Projects 25%
- Final Test 25%

Final Project:

Each student (group) will develop a marketing plan following the guidelines from the handout given by the instructor. This will require a digital presentation. The due date will be determined.

Outline:

Chapter 1 Marketing: Creating Satisfaction through Customer Relationships
Chapter 2 Strategic Planning and the Marketing Process
Chapter 3 The Marketing Environment, Ethics, and Social Responsibility
Chapter 4 E-Commerce: Marketing in the Digital Age
Test 1 (Chapters 1-4)
Chapter 5 Customer Behavior
Chapter 6 Business-to-Business (B2B) Marketing
Chapter 7 Serving Global Markets
Test 2 (Chapters 5-7)
Chapter 8 Marketing Research, Decision Support Systems and Sales Forecasting
Chapter 9 Market Segmentation, Targeting and Positioning
Chapter 10 Relationship Marketing, Customer Relationship Management (CRM) and One-to-Many Marketing

Test 3 (Chapters 8-10)

Chapter 11 Product and Service Strategies

Chapter 12 Category and Brand Management, Product Identification, and New-Product Development

Test 4 (Chapters 11-12)

Chapter 15 Integrated Marketing Communications

Chapter 16 Advertising and Public Relations

Chapter 17 Personal Selling and Sales Promotion

Test 5 (Final Test over Chapters 15-17)