

**Marketing 3010: Marketing Principles
Spring Semester-2010**

Instructor: Renn Buck
Classroom: Room #242
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Class : TR 9:00-10:20am
Credit: 3 Semester Hours
Phone: 435-767-0175

Office Hours: By appointment

Required Text: Marketing, Real People, Real Choices 6th ed- Solomon, Marshall, Stuart

Course Description: The purpose of this course is to provide an overview of the principles of marketing. By developing a marketing plan, students will learn how to analyze the internal and external marketing environments of a business as well as the assessing available opportunities and threats that a company faces. Emphasis will be placed on becoming familiar with the 4 p's of marketing, product, place, price and promotion. The course also makes extensive use of team-based assignments and active class discussion.

Course Objectives:

- 1- Understand who marketers are, where they work, and marketings role in a firm
- 2-Explain what marketing is and how it provides value to everyone involved in the marketing process
- 3-Explain the evolution of the Marketing Concept
- 4-Understand Value from the perspectives of customers, producers and society
- 5-Understand the range of services and goods that organizations market
- 6- Explain the basics of marketing planning and the marketing mix tools we use in the marketing process

Exams: There will be 4 exams. Each will be worth 100 points for a total of 400 points.

Homework: Questions from various chapters will be assigned on a weekly basis. There will be a minimum of 10 assignments worth a total of 100 points.

Marketing Plan- 150 points- A comprehensive marketing plan done as a group on a company of your choice. You will be given weekly assignments and checkpoints that will be turned in throughout the semester. A final written plan will be due at the end of the semester.

Presentation- 50 points Each group will do a presentation on the company they chose and the marketing plan they have completed

Grade Structure: The points for each assignment and the grade summary are shown below.

		<u>Final Grades</u>			
Exams	400	93 - 100 % = A	70 - 72 % = C-		
Homework	100	90 - 92 % = A-	66 - 69 % = D+		
Marketing plan	200	86 - 89 % = B+	63-65 % = D		
		83 - 85 % = B	60-62% = D-		
Presentation	50	80 - 82 % = B-	60% and = F		
		76 - 79% = C+	below		
		73 - 75% = C			
<u>Total Points</u>	<u>750</u>				

ADA Information: If you are a student with a disability or think you might have a disability, and would like accommodations, please contact the Disability Resource Center (SSC, room 201, ex. 7516). Disability Resource Center will determine your eligibility for services based upon complete professional documentation. If you are deemed eligible, the Disability Resource Center will further evaluate the effectiveness of your accommodation requests and will authorize reasonable accommodations that are appropriate for your disability. This syllabus is also available in alternative formats.

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Tentative Course Schedule

Week of January 11		Chapter	1
Week of January 18		Chapter	2
Week of January 25		Chapter	3
Week of February 1	Exam #1 Chapters 1-4	Chapter	4
Week of February 8		Chapter	5
Week of February 15		Chapter	6
Week of February 22		Chapter	7
Week of March 1	Exam#2 Chapters 5-8	Chapter	8
Week of March 8		Chapter	9
Week of March 15		Chapter	10
Week of March 22		Chapter	11
Week of March 29	Exam #3 Chapters 9-12	Chapter	12
Week of April 5		Chapter	13
Week of April 12		Chapter	14
Week of April 19	Group Presentations	Chapter	15
Week of April 26	Exam # 4 Chapters 13-16	Chapter	16
Week of May 3		Final Exam	