

Marketing Principles
MKTG 3010
Summer 2011

Instructor: Shari Gowers

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REQUIRED TEXT: Marketing Real People, Real Choices, 6th ed by Solomon, Marshall & Stuart

COURSE DESCRIPTION: The purpose of this course is to provide a basic background in the broad field of marketing. The course will examine the processes that direct the planning and execution of the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that will satisfy individual and organizational objectives. The practical application of these principles in the business world will be studied in detail using a real case study.

OBJECTIVES: Upon completion of this course, the student will:

1. Be able to define marketing.
2. Have an understanding of the environment for making marketing decisions (competitive, political/legal, technological, economic and social/cultural).
3. Have a general understanding of the purpose and value of marketing research.
4. Understand the terminology and concepts of international marketing issues, the growth of global markets and global strategies.
5. Have a general understanding of consumer behavior and how it is influenced.
6. Understand e-commerce and internet marketing applications.
7. Have an understanding of product strategy and how it relates to the life cycle of a product.
8. Understand marketing channels.
9. Identify the specific functions and issues of wholesalers and retailers.
10. Have an understanding of the activities involved in physical distribution.
11. Be able to explain the promotional mix.
12. Have a basic understanding of the elements of promotional strategy: personal selling, public relations, advertising, display and other methods of sales promotion.
13. Demonstrate knowledge of pricing strategy and methods of determining prices as well as government regulations affecting pricing.

If you are a student with a disability or think you might have a disability and would like accommodations, contact the Disability Resource Center.

ASSIGNMENTS: Assignments are due at the beginning of class and must be typed and double-spaced. Late assignments/tests will not be accepted. Assignments include but not limited to:

TEXT READINGS: The entire textbook and its concepts will be covered at the beginning of the semester. The remainder of the semester will be spent applying marketing concepts to real world applications.

TESTS: Tests are multiple choice in take-home format and are designed to assist you in understanding marketing principles. The final exam will be in the DSC Testing Center. You will need a long green Scantron for each test.

CUSTOMER SERVICE: Find two examples of excellent customer service and two examples of poor customer service. Write report.

MARKETING EXPERIENCE: Marketing projects for local businesses will be completed as group assignments throughout the semester. These projects involve out-of-class service in addition to class time.

GRADING: Everyone begins this class with an A. Each student then manages his/her own resources. Your final grade is calculated as a percentage of the total points possible. Grade progress reports are available throughout the term. Students are encouraged to keep track of their own grades and retain all work until the end of the semester.

	B+	87 - 89.9%	C+	77 - 79.9%	D+	67 - 69.9%	
A	93 - 100%	B	83 - 86.9%	C	73 - 76.9%	D	63 - 66.9%
A-	90 - 92.9%	B-	80 - 82.9%	C-	70 - 72.9%	D-	60 - 62.9%

POINT DISTRIBUTION

ASSIGNMENTS:

Customer Service Assignment	100
In-Class Participation/Attendance	100

Subtotal

200 points

TESTS:

CH 1 - 3	34
CH 4 - 7	53
CH 8 - 11	62
CH 12 - 16	87

Subtotal

236

FINAL EXAM

64

EXAM Total

300 points

MARKETING EXPERIENCE

300 points

TOTAL

800 points

TENTATIVE CLASS SCHEDULE

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Subject to change

<u>DATE</u>	<u>DUE DATES</u>
May 16	Course Introduction +
May 17	
May 18	TEST CH 1-3
May 19	
May 23	TEST CH 4-7
May 24	
May 25	TEST CH 8-11
May 26	
May 30	Memorial Day - No Class
May 31	TEST CH 12-16
June 1	Customer Service Report
June 2	FINAL EXAM in Testing Center
June 6	
June 7	
June 8	
June 9	
June 13	FINAL PRESENTATIONS
June 14	FINAL PRESENTATIONS
June 15	