

MKTG 302 – 005
Principles of Marketing
TR 10:50 – 12:05, BCTR 218

Professor: Dr. Julia Blose
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Office: 425 BCTR
Office Hours: 1:30 – 4:00 TR
and by appointment

Course Description

This course develops an appreciation for the complexities of establishing and implementing marketing strategies in both domestic and international economies. Areas of study include consumer behavior, marketing research, ethical marketing practices, products/services, branding and packaging, channels of distribution, and pricing and promotions in public and private sectors.

Course Objectives

To gain factual knowledge (terminology, methods, trends and concepts) of the marketing discipline.

To understand fundamental marketing principles and theories as they apply to international and domestic marketing

To begin to develop professional skills and competencies in the area including:

- an understanding of the types of decisions that must be made in planning the marketing mix for a firm,
- an understanding of the steps involved in the market segmentation process, and
- an awareness of some of the types of ethical issues firms face that relate to marketing decisions that are made.

Course Text

Essentials of Marketing, 5th ed., by Lamb, Hair and McDaniel, Thomson South-Western, 2006.

Course Prerequisites

Junior standing; ECON 201 and ECON 202

Course Requirements

To evaluate student performance, three exams, several homework assignments and a comprehensive final exam will be given. The exams will be some combination of short answer, multiple choice, true/false and essay questions. In the event a student misses an exam during the semester, the comprehensive final exam given during finals week will take the place of the missed exam(s). No opportunities to make up missed homework assignments will be given.

Grading

The final grade will be calculated as follows:

Exam 1	25 percent
Exam 2	25 percent
Exam 3	25 percent
Comprehensive Final Exam	20 percent
Homework/Participation	5 percent

Exam Dates

Exam 1	Thursday, February 8
Exam 2	Tuesday, March 20
Exam 3	Tuesday, April 17
Final Exam	Thursday, April 26, 8am – 11am in BCTR 218

Attendance Policy

Attendance is required and will be randomly recorded. Five points will be deducted from the final grade for each additional absence beyond 2 classes.

Accommodations for Students with Disabilities or Special Needs

Students needing accommodation for a disability should see the professor within the first week of class.

Honor Code

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Topical Coverage

- 1. Importance of Marketing**
- 2. Strategic Marketing Planning**
- 3. Marketing Environment**
- 4. Marketing Research**
- 5. Consumer Behavior**
- 6. Industrial Buyer Behavior**
- 7. Market Segmentation**
- 8. Product and Services Concepts**
- 9. New Product Development**
- 10. Pricing Concepts**
- 11. Distribution**
- 12. Retailing**
- 13. Advertising**
- 14. Public Relations**
- 15. Personal Selling**
- 16. On-line Marketing**
- 17. Promotional Strategies**
- 18. Global Marketing**
- 19. Ethical Marketing**