

# **Marketing: Principles and Management Business Administration 331**

## **Required Texts**

*Marketing: The Core* (Second Edition) by Kerin, Hartley and Rudelius

## **Recommended Texts**

*Pocket Guide to APA Style* by Perrin

## **Course Objectives**

The course is designed as a general introduction to the basic concepts of marketing. As an introductory course, this class will not provide enough information to make its students masters of any one topic, but is intended to whet the appetite for knowledge on a broad scope of marketing topics.

## **Course Requirements**

Each student is required to take three exams, create one short presentation and complete one homework assignment, one team project and five quizzes. All due dates for assignments can be found in the course schedule section.

Three hourly exams will be given. The first two hourly exams will be worth approximately 75 points while the third exam will be worth 50 points.

The homework assignment will be outlined in additional handouts. This assignment is worth 25 points. The assignment involves the personal interview of a marketing professional.

All assignments are due at the beginning of class. Late assignments will not be accepted except in cases of *extreme hardship*. If something comes up that prevents you from turning in an assignment in a timely manner it is in your best interest to contact me immediately and convincingly.

In-class quizzes are due during the class period in which they are assigned (thus in-class) and are worth 10 points each.

The team project will include creating a wiki about a consumer product and its marketing mix. Actual details will be outlined in additional handouts.

Throughout the semester, teams will upload sections of the final written report before assessing the mission and strategy for the product and writing the executive summary for the full report. The final written report is by the end of the University scheduled final exam time. In total, the project is worth 100 points.

Finally, each student will be responsible for presenting information uncovered during the interview of a marketing professional. These presentations can be submitted as video, podcast or animated PowerPoint. An additional information will be provided in a handout, and the assignment is worth 25 points.

### **Attendance**

Attendance and class participation are encouraged and expected, but ultimately are YOUR responsibility.

### **Irresponsible Behavior**

Irresponsible behavior includes cheating and plagiarism as well as creating a hostile environment for your instructor and classmates. This behavior will not be tolerated by your instructor or the University. I strongly suggest that you do your own work, do it honestly and play nice.

### **Grading Scale**

400-372 = A  
371-360= A-  
359-348= B+  
347-332= B  
331-320 = B-

319-308 = C+  
307-292= C  
291-280= C-  
279-240= D  
239-0 = F

## Class Calendar

|                        |   |
|------------------------|---|
| January 8              | Introduction  |
| January 10             | Creating Customer Relationships & Value<br><i>Marketing: The Core</i> Chapter 1             |
| January 15             | Information Technology tutorial<br>Making wikis   |
| January 17 & 22        | Marketing and Society<br><i>Marketing: The Core</i> Chapter 4<br>Career Profile due 1/22/08 |
| January 24 & 29        | Product<br><i>Marketing: The Core</i> Chapters 10-11  |
| January 31             | Focus the Nation  |
| February 5 & 7         | Price<br><i>Marketing: The Core</i> Chapter 12<br>Part I team project due 2/05/08           |
| February 12            | Exam I<br><i>Marketing: The Core</i> Chapters 1, 4, 10-12                                   |
| February 14, 19 & 21   | Place<br><i>Marketing: The Core</i> Chapter 13-14<br>Part II team project due 2/21/08       |
| February 19            | ISU/IWU Job Fair  |
| February 21 & 26       | Place<br><i>Marketing: The Core</i> Chapter 13-14<br>Part II team project due 2/21/08       |
| February 28<br>March 4 | Promotion/IMC<br><i>Marketing: The Core</i> Chapter 15-16                                   |
| March 6, 11 & 13       | Promotion/IMC<br><i>Marketing: The Core</i> Chapter 17<br>Part III team project due 3/06/08 |
| March 13               |   |
| March 18 & 20          | Spring Break  |

|               |  |
|---------------|--|
| March 25      | Consumer Behavior<br><i>Marketing: The Core</i> Chapter 5  |
| March 27      | Exam II<br><i>Marketing: The Core</i> Chapters 13-17       |
| April 1       | Segmentation<br><i>Marketing: The Core</i> Chapter 9       |
| April 3       | Group Project Work<br>Part IV team project due 4/03/08     |
| April 8       | Segmentation<br><i>Marketing: The Core</i> Chapter 9       |
| April 10 & 15 | Strategic Planning<br><i>Marketing: The Core</i> Chapter 2 |
| April 17      | Marketing Yourself<br>Handouts                             |
| April 22      | Part V team project due                                    |
| April 24      | Exam III<br><i>Marketing: The Core</i> Chapter 2, 5 & 9    |