

## Principles of Marketing

### DESCRIPTION OF SUBJECT:

Principles and methods involved in the movement of goods and services from producer to consumer. Marketing functions are discussed with special attention to the management of the marketing mix.

**CREDIT:** 3 Semester Hours.

**TEXT:** PRINCIPLES OF MARKETING, 11e, Kotler & Armstrong, Prentice-Hall

### COURSE OBJECTIVES:

1. An understanding of the marketing mix and its relationship to marketing strategy.
2. An understanding of the characteristics of, and strategies appropriate for the various types of consumer goods.
3. An understanding of the types of retail stores and strategies they employ.
4. An understanding of the "marketing concept" and how businesses utilize it.
5. An understanding of planning, forecasting, and market research as integral elements of a successful marketing plan.
6. An understanding of the various mechanisms by which marketers shape attitudes and perceptions.
7. The ability to develop an integrated marketing strategy in a simulated scenario.

**GRADING:** Grades will be calculated on a cumulative point basis as follows:

<u>Graded Activity</u>	<u>Points</u>	<u>Grading Scale</u>
Examination #1	75	A: 549 - 610
Examination #2	75	B: 488 - 548
Quality Checks/Homework	60	C: 427 - 487
Marketing Plan	150	D: 366 - 426
Oral Presentation	100	F: 365 or fewer
Final Examination	<u>150</u>	
Total	610	

(I do, of course, reserve the right to alter the above composition should I feel conditions warrant). In addition to the point totals, I reserve the right to use my subjective evaluation in the determination of final grades. My subjective evaluation, however, will be used only to adjust grades upward and then only in the event that a student's final point total is close to the borderline of the next highest grade. For example, if a student's final point total is within two or three points of the next highest grade, I would consider such factors as class participation and my general impression of that student's effort and achievement in awarding a final grade.

## **GENERAL INFORMATION AND POLICIES:**

**EXAMINATIONS:** All examinations are announced in advance and all students are expected to be present for examinations. Make-up examinations will be allowed only in the direst circumstances, such as illness or family emergency. Missed exams will be computed as a zero in grade compilation. All material assigned and/or discussed is fair game for examinations. This includes textual material, whether discussed or not, in-class discussions and activities, out-of-class assignments, student reports, and all other activities not specifically excluded.

**IN-CLASS ASSIGNMENTS:** Quality checks and in-class assignments may not be made up regardless of circumstances (except for conflicts with school-sponsored evolutions). However, each student's lowest score will be dropped and extra credit points added to most in-class assignments to offset the effect of unavoidable absences.

**LATE ASSIGNMENTS:** All assignments are due at the beginning of the class period at which they are due. Assignments not submitted when collected at the beginning of such class periods are considered late and will be penalized as such. Except for research papers, papers will be accepted late only when prior arrangement has been made with the instructor or unavoidable circumstances made timely submission impossible. For pragmatic reasons, no assignment shall be accepted after it has been graded and returned to the rest of the class. In the case of research papers, late submissions will be penalized 10 points per day or portion thereof and not acceptable at all after the third day. This penalty will apply regardless of the reason for late submission. Papers will be accepted any time prior to the due date; those who wait until the last minute accept the risk inherent in such action.

**ATTENDANCE:** Students are expected to attend all classes. If an absence is necessary, the student is responsible for reporting the reason to the instructor; in such cases, each instructor will take whatever action he or she deems necessary. Makeup work will be allowed only when the instructor feels that the reason for absence was unavoidable. Generally speaking, it is up to the student to be present at all scheduled class sessions. There is no guarantee that makeup work or exams will be allowed. As previously stated, no makeup of quality checks is allowed under any circumstance. Students with excessive absences (more than ten percent of the scheduled class sessions) may receive a grade of F for the course. Absence from class, for whatever reason, does not excuse students from responsibility for the class work and assignments missed.

**EXAMINATION PROTOCOL:**

The following policies and procedures will be followed during all examinations.

1. Please turn off all beepers and cell phones - please see me if this constitutes a particular problem
2. Please be ready to go at the beginning of the period - Students arriving more than 15 minutes late will not be allowed to take the examination. (This is for test security purposes)
3. Once you have received your examination, you must turn it in if you leave the room. Therefore, please take care of any other requirements prior to the exam.
4. All exams (including the final exam) are timed exams - they will end and all exams will be collected at the designated end of the exam period.
5. Exam scores and/or final grades will be posted for those who so desire. Exam scores and/or course grades will be mailed for those who bring a self-addressed, stamped envelope to the final exam. Sorry - grades may not be communicated via telephone or e-mail.
6. All students will take exams at the scheduled time. Any exceptions must be approved in advance

**SPECIAL ACCOMODATIONS:** Any student who, due to a documented learning or physical disability, requires special accommodations, please see me immediately in order that arrangements can be made.