

INTRODUCTION TO MARKETING

Course #: 11:373:231
Time: *meets online*
Credits: 3
Prerequisites: 373:121 or 220:102
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Area of Emphasis

This course provides a broad overview of the principles and practices of the marketing system from the institutions involved in its creation to the distribution and sale of goods and services. Marketing 231 will help students understand the role of marketing in society and how it influences business functions and customers. Key concepts and their application to real world marketing problems will be examined.

Learning Goals

The course aims to achieve the attainment of learning goals through these specific objectives.

By the end of the course students will be able to:

1. Explain the fundamental principles of marketing
 - Price
 - Product
 - Distribution
 - Promotion
2. Analyze and identify the marketing decisions surrounding product, distribution, promotion and pricing
3. Develop/identify the elements of a marketing plan or the branding of a product
4. Discuss and establish a position on ethics-related issues in marketing

Text

Readings will be assigned from: Pride, William M and Ferrell, O.C., **Marketing 2014 Edition, Cengage Learning** (ISBN-13: 978-1-133-93925-2). (You may be able to use **Marketing 2010 Edition** Boston, Ma: Houghton Mifflin Co - ISBN-10:0-547-10747-4; with the zipper on the cover. However, you will be responsible for all possible changes between the two editions).

Grades

The final grade will be based on a 10-12 page Marketing Project - 30%; quizzes - 50%; and participation in online discussions - 20%. There may be opportunities to earn points from extra credit

assignments.

Marketing Project: Students will be assigned to groups (depending on enrolment) and given a case to develop a marketing project.

Quizzes: The quizzes will comprise of about multiple choice questions. Do not assume that you do not have to study because this course is being offered online. You will be given sufficient time to complete the quizzes but will not have sufficient time to page through the text.

Discussions: The discussions will proceed as follows. An article will be posted for discussion. You will be expected to summarize the article and post it on the Discussion Forum. Each student must also comment on the summary of another student. Thus, each student will be expected to have at least two postings to the forum, a summary and a comment. Greater participation will be rewarded. Your postings must demonstrate a grasp of the issues under discussion.

Extra Points: You may be given the opportunity to gain extra points. That opportunity will very often be related to recent events in the news.

Additional Information: Please remember that the instructor may make changes to the syllabus and class format, as appropriate.

Course Outline

MEETING	TOPIC	READING ASSIGNMENTS
1	Overview of Strategic Marketing; Planning, Implementing & Controlling Marketing Strategies; The Marketing Environment	Chapters 1, 2 3
2	Social Responsibility and Ethics in Marketing; Marketing Research & Information Systems; Target Markets: Segmentation, and Evaluation	Chapters 4, 5, 6
3	Consumer Buying Behavior; Business Markets and Buying Behavior; Reaching Global Markets	Chapters 7, 8, 9
4	Digital Marketing and Social Networking; Product Concepts; Developing and Managing Products	Chapters 10, 11, 12
5	Services Marketing; Branding and Packaging; Marketing Channels and Supply- Chain Management	Chapters 13, 14, 15