

INTRODUCTION TO MARKETING

Course #: 11:373:231
Time: *meets online*
Credits: 3
Prerequisites: 373:121 or 220:102
Professor: Dr. Edmund M. Tavernier
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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, the branding or promotion 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%; exams - 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.

Exams: The exams will comprise of 50 multiple choice questions. You will be given sufficient time to complete the exams but not to page through the text. Please study.

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. However, doing the minimum will get you only 50% of the grade for the discussion. Thus, 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

<u>WEEK</u>	<u>TOPIC</u>	<u>READING ASSIGNMENTS</u>
1	Overview of Marketing Strategy; Planning, Implementing & Controlling Marketing Strategies; The Marketing Environment; Social Responsibility and Ethics in Marketing; Marketing Research & Information Systems	Chapters 1-5
2	Target Markets: Segmentation, Evaluation; Consumer Buying Behavior; Business Markets and Buying Behavior; Reaching Global Markets; Digital Marketing and Social Networking	Chapters 6-10
3	Product Concepts; Developing and Managing Products; Services Marketing; Branding and Packaging Marketing Channels and Supply- Chain Management	Chapters 11-15

Please ensure that you have great internet connection when taking exams. You will only be given the opportunity to retake or makeup a quiz if the fault lies with Sakai.