



## SYLLABUS

**11:373:231 INTRO TO MARKETING**

**PROJECTED COURSE SYLLABUS- FALL 2024**  
**MON-WED 3:50 to 5:10 P.M. ONLINE**

**Instructor:** Kenneth R. Genco  
**Phone:** 908-229-5045  
**E-mail addresses:** kgenco48@gmail.com

**Required text:** "MARKETING, AN INTRODUCTION, 15TH EDITION".  
Pearson/Prentiss Hall – Armstrong and Kotler

**Course Description:** This course introduces the main theories and concepts in marketing and how they are applied to consumer and service organizations to create value for various stakeholders. A general survey of the business environment including coverage of elementary concepts of business in general, functional areas and management activities.

**Course Objectives:** Students will be introduced to the philosophy, function and process of marketing, and develop the skills required to both communicate marketing problems and solutions, as well as make effective marketing decisions. Topics to be covered will include: market planning, market research, consumer behavior, advertising and promotion, branding, marketing strategy, distribution, pricing, product management, and global and sustainable marketing.

Students will apply the theories learned to a variety of real-life examples and cases throughout the course, and sometimes in addition to their group coursework focusing on launching a new product.

The course will involve lectures, discussions, possible student presentations, individual essays and quizzes, as well as a final exam.

Upon Completion of this Course, students will be able to:

- Understand marketing as a process and a function
- Understand the tools used for market segmentation and planning
- Understand the elements of the marketing mix and their role in developing and delivering value to customers
- Understand the importance of marketing in creating a sustainable competitive advantage
- Understand and assess the opportunities and challenges organizations can face in today's rapidly changing business environment and how these shape the marketing decision-making process;
- All the above will enable students to: produce a marketing plan for both goods and service products, analyze and assess a firm's marketing strategy/approach, express and critically evaluate ideas and opinions, making use of the appropriate marketing terminology.

**Course Procedures:** Classes will be primarily lectured oriented utilizing the text as the base

Source of instruction. Guest speakers, if available, **may be** introduced to enhance the Student’s classroom experience. Students are responsible for completing the reading assignments **prior** to the class periods indicated on the syllabus. It is a **REQUIREMENT** that students come to class prepared in order to gain a deeper understanding of the lectures. Course material reinforcement will be in the form of regular tests, and final exam  
**The final grade will incorporate test performance, class participation, and attendance.**

**Attendance:** Attendance is required in order to obtain the full benefit of this course. Tests will incorporate the material presented in the text as well as in the classroom. Attendance **will be taken** and will be part of the final grade. **Students are expected to be on time for class and to stay the full period.** - Expect me to attend all class sessions. I expect the same of you. If I am to be absent, I will send you notice via CANVAS or email as far in advance as possible. If you are to be absent, report your absence in advance directly to me via text or email. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death **and** you seek makeup work, also send an email with full details and supporting documentation.  
**Other aspects of my absence policy in detail: !!!!!!!!!!**

**Academic Integrity and Student Conduct:**

Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs. Please take a look, in particular, at the sections about **“Academic Dishonesty,” “Student Code of Conduct and Responsibilities,” and “Disruptive Behaviors.”** **I will expect students to be aware of these guidelines and to conduct themselves accordingly.** *I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy ([http://academicintegrity.rutgers.edu/files/documents/AI\\_Policy\\_2013.pdf](http://academicintegrity.rutgers.edu/files/documents/AI_Policy_2013.pdf)). I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

**Student Evaluation:**

Tests	2 at 100 pts	200 total points
Final Exam	1 at 100 pts	100 total points
Final assignment	30 pts	30 total points
Attendance/Participation	30 pts	30 total points
Total Possible Points		360 total points

**EXTRA CREDIT!!!!**

Relating total points earned to total possible points will determine grades.

The grading scale is as follows:

- 90 - 100 = A
- 80 – 85 = B    86 - 89 = B+
- 70 - 75 = C    76 - 79 = C+
- 65 - 69 = D
- 64 or below = F



**NOTE: IMPORTANT: Since this is an online class you are expected to participate having a camera, microphone and speakers!!**

For a general overview of the University's Academic Integrity policy, please see the URL: <http://academicintegrity.rutgers.edu/academic-integrity-policy/levels-of-violations-and-sanctions/>

**STUDENT AFFIRMATION:**

**I understand all of the foregoing and agree to it in its entirety.**

**STUDENT NAME (print)**

**SIGNATURE:**

**DATE:**