

## MKT 304, PRINCIPLES OF MARKETING

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Instructor: Brock Lawes, Assoc. Professor, School of Business

The course **is the "study of the nature and importance** of marketing; the nature of the producer and consumer (buyer & seller); extent of the forces behind markets; marketing functions; methods and channels of marketing; trends in marketing policies and methods".

The purpose of the course is to introduce and acquaint the student with the terminology, concepts, participants, and practices of marketing in the modern American context.

Text: BASIC MARKETING; A Global Managerial ..... McCarthy & Perrault, 12 Ed., Irwin Publishing, 1996.

Requirements: A series of outside reading assignments from current periodicals requiring a response paper (5), a case study/marketing project to be presented in class orally and with a written report, a mid-term and a final. (see outline)

Grading: The grading system is in accordance with the University catalog. The grade weighting is as follows:

Attendance & participation	20%
Readings	20%
Cases/projects	20%
Mid-term	20%
Final	20%
	100%

Course Presentation: The course presentation will consist of lectures, class discussion, case/project presentations with class discussion, videos, and outside readings with write-ups.

The formats and methods for the cases/projects will be provided by the instructor; likewise for the outside readings' response papers.

Attendance, preparation, and participation are required in this course just as it would be in any business organization. You are allowed two unexcused absences during the term! (except Accel. Program classes)

Notes:

## OUTLINE

Readings & lectures will be in sequence from the text sections and chapters as shown. Exact dates for midterm/final, the assignments, and case reports will be determined.

### Marketing's Role

Chs. 1 & 2 plus Appendix A  
Case selection

Market Opportunities & Information  
Chs. 3,4 & 5

### Buyer Behavior, Consumer & Business

Chs. 6,7 & 8

### Product

Chs. 9 & 10

MID-TERM

### Place

Chs. 11, 12 & 13

### Promotion

Chs. 14, 15 & 16

### Price

Chs. 17 & 18 & Appendix B

### Ethical Marketing, Plans & Management

Ch. 19, 20, 21 & 22

FINAL: ALL ASSIGNMENTS IN?

\*Select an article from a current periodical or journal dealing with marketing, read it and write up a response paper of no more than 2 type-written, double-spaced pages, to be submitted NLT the last class meeting of each week - 5 articles total.

\*\*Videos related to each of the subject areas above will be shown thru-out the course and discussed as part of the class.

Each student will select a case from those in the text for oral presentation and write-up. First come, first served for case selection. The presentation order will be determined once the case selections are known - it will be in the numerical order as they occur in the text. Pick a case that interests you based on the company, its products, the situation, etc. The case write up is due NLT one week after the oral presentation except for those cases presented in the final week of the course.