

CHAMINADE UNIVERSITY - HONOLULU, HAWAII
FALL EVENING SESSION 1998 - OCT 5 - DEC 17
SYLLABUS: MKT 30450, PRINCIPLES OF MARKETING

INSTRUCTOR: Gloria K. Wong Phone: 537-5738 **GWong1216@aol.com**

Credits: 3 Day/Time: Wed 1730-2140 Place: Barbers Point

Prerequisite: EC201-202 AND AC201 or permission of advisor.

Textbook: Essentials of Marketing, 7th Ed., McCarthy & Perreault, 1997 Irwin.

Description and Objectives of Course:

Study of the nature and importance of marketing; nature of the producer and consumer; extent of the forces affecting markets; marketing functions; methods and channels of marketing; and trends in marketing policies and methods.

Instruction and practice in fundamental Principles and techniques of Marketing.

The objective of the class is to give the participants a climate to learn and PRACTICE effective Marketing skills in a supportive environment. Lectures will be given, but the emphasis will be on your contributing application of principles & skills.

Evaluation and Grading:

Letter grades will be given based upon a "Standard" according to the number of points earned.

Attendance & Class Participation [average of total] (on-time, 10; full duration, 20; participation, 20; 100 possible)	25%
5 Quizzes / Projects [average of total]	25
Mid-term exam [50 Q]	25%
Term Paper [assigned on 2 class session - 7-10 pages, dbl.] - 7 minute speech	20 + 5%

90-100 A	4.0	F(D) Failure because of Academic Dishonesty
80-89 B	3.0	W Withdrawal
70-79 C	2.0	I Incomplete
60-69 D	1.0	CR/NC Credit/No Credit
59+below F	0	

- Note
- 1: Class will begin promptly. Attendance is required.
 - 2: Extra credit project may be arranged by individual request. If you will be missing classes, it will be up to you to offer make-up projects to compensate for your grade.
 - 3: Contribution is key to elevating your grade (attendance/participation)... on time, every time.
 - 4: You're expected to have read chapters and present assignments on due dates.

ACADEMIC BEHAVIOR:

Chaminade's policies regarding academic honesty are explicit in the general catalog. No student may cheat on quizzes or practice. Violence or drugs in the classroom will not be allowed.

DATE ASSIGNMENTS (tentative)

Oct 7 Wed.	Getting to know you Total Course Preview (expectations).	Ch 1, 2 Marketing's Role In-class paper, "In the beginning"
Oct 14 Wed.	Ch 3 TM Opportunities - Segment Video 3 (Ch 3, Strategy Planning)	Ch 4 Evaluating Opportunities Term Paper assignment & discussion
Oct 21 Wed.	Ch 5 Getting Information Quiz #1	Ch 6 Final Consumers Ch 7 Business Customers
Oct 28 Wed.	Ch 8 Product: Planning Project #2	Ch 9 Development
Nov 4 Wed.	Ch 10 Place: Channel Ch 12 Strategy Planning	Ch 11 Distribution Quiz #3
<i>November 11th is a holiday - no class session</i>		
Nov 18 Wed.	Ch 13 Promotion: - Intro Ch 15 Advertising & Sales Promo	Ch 14 Personal Selling Project/Quiz #4
Nov 25 Wed.	Ch 16 Pricing: Obj. & Policies Review	Ch 17 Setting <u>Mid-term (up to Ch.17)</u>
Dec 2 Wed.	Case Analyses	
Dec 9 Wed.	Ch 18 Link with Other Functions Quiz #5	Ch 19 Ethics and Appraisal Review for Term Paper
Dec 16 Wed.	<u>Term Paper & Speech.</u>	Review & Discussion Appendix C -Career Planning Course Evaluation