

MKTG131: PRINCIPLES OF MARKETING

Course Overview: This course studies the basics of marketing's roles in society and within the firm. This covers marketing history, the present day practices, and future projections. | 3 credits

Grading:

Review Questions	7%
Discussions	10%
Quizzes	19%
Marketing Project	43%
Exams	21%

Attendance:

Attendance is recorded for each discussion or assignment that is submitted. Students are encouraged to log on about 4 times per week and dedicate about 6 hours each week to their coursework.

Assignments:

A major portion of the overall grade will be determined by a project completed throughout several weeks of the course. In the project, students will apply concepts learned in the readings and videos from the course which include:

- Market analysis of competitors (week 4)
- Conduct a customer survey (week 5)
- Propose a new product design (week 8)
- A product distribution plan (week 10)
- Develop a print advertisement (week 13)

The final project is a powerpoint including:

- Description of the target market
- Results of the competitor study
- Findings of the market research
- Description of the product
- Description of the distribution plan
- Description of the pricing strategy
- Measurement of success



15 week course
Not self-paced;
assignments
Have weekly
deadlines.



Students can access
their course any time,
from any location.
A laptop or desktop is
recommended.



Students will set up a
university email & use
this while in the
course.
Orientation will be
required prior to the
start of the course.

COURSE SCHEDULE

Week	Readings, Videos, etc.	Graded Assignments
1	<ul style="list-style-type: none"> Welcome to Marketing Chapter 1: What is marketing? 	<ul style="list-style-type: none"> 1.1 discussion Section 1.1, 1.2, 1.3, 1.4 review questions Week 1 objectives quiz
2	<ul style="list-style-type: none"> Chapter 2: Strategic Planning 	<ul style="list-style-type: none"> 2.1 discussion Section 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 review questions Week 2 objectives quiz Exam 1
3	<ul style="list-style-type: none"> Welcome to Your Marketing Project Chapter 5: Market Segmenting, Targeting and Positioning 	<ul style="list-style-type: none"> Project: Proposal and Competitors 3.1 discussion Section 5.1, 5.2, 5.3, 5.4 review questions Week 3 objectives quiz
4	<ul style="list-style-type: none"> Chapter 3: Consumer Behavior: How People Make Buying Decisions How to Perform Your Competitor Analysis 	<ul style="list-style-type: none"> Project: Competitor Analysis Section 3.1, 3.2, 3.3, 3.4, 3.5 review questions Week 4 objectives quiz
5	<ul style="list-style-type: none"> Chapter 10: Gathering and Using Information: Market Research Conducting Market Research for Your Project 	<ul style="list-style-type: none"> 5.1 discussion Project: Survey Questions Section 10.1, 10.2 review questions Week 5 objectives quiz
6	<ul style="list-style-type: none"> Reporting and Interpreting Your Survey Data 	<ul style="list-style-type: none"> Project: Market Research Week 6 objectives quiz Exam 2
7	<ul style="list-style-type: none"> Chapter 6: Creating Offerings 	<ul style="list-style-type: none"> 7.1 discussion Section 6.1, 6.2, 6.3, 6.4, 6.5 review questions Week 7 objectives quiz
8	<ul style="list-style-type: none"> Identifying Your Product Chapter 7: Developing and Managing Offerings 	<ul style="list-style-type: none"> Section 7.1, 7.2 review questions Project: New Product Creation Week 8 objectives quiz
9	<ul style="list-style-type: none"> Chapter 8: Using Marketing Channels to Create Value 	<ul style="list-style-type: none"> 9.1 discussion Section 8.1, 8.2, 8.3, 8.4, 8.5, 8.6 review questions Week 9 objectives quiz
10	<ul style="list-style-type: none"> Chapter 9: Using Supply Chains to Create Value The Distribution Plan 	<ul style="list-style-type: none"> Section 9.1, 9.2, 9.3, 9.4 review questions Project: Distribution Plan Week 10 objectives quiz Exam 3
11	<ul style="list-style-type: none"> Chapter 11: Advertising, Marketing Communications, and Changing Media Communication Appeals and Tactics 	<ul style="list-style-type: none"> 11.1 discussion Section 11.1, 11.2, 11.3, 11.4, 11.5 review questions Week 11 objectives quiz
12	<ul style="list-style-type: none"> Chapter 12: Public Relations and Sales Promotions Media and Public Relations: A Primer 	<ul style="list-style-type: none"> 12.1 discussion Section 12.1, 12.2 review questions Week 12 objectives quiz
13	<ul style="list-style-type: none"> Chapter 13: Professional Selling Creating a Print Ad 	<ul style="list-style-type: none"> Project: Print Ad Section 13.1, 13.2, 13.2, 13.4, 13.5, 13.6 review questions Week 13 objectives quiz
14	<ul style="list-style-type: none"> Ch. 15: Price, the Only Revenue Generator Presenting your marketing plan 	<ul style="list-style-type: none"> Section 15.1, 15.2, 15.3 review questions Project: Pricing Assignment Week 14 objectives quiz
15	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Project: Presentation Exam 4

This is a sample course schedule and the actual course layout could change each term.