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%

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

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.

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.
<table>
<thead>
<tr>
<th>Week</th>
<th>Readings, Videos, etc.</th>
<th>Graded Assignments</th>
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| 1    | Welcome to Marketing  
  • Chapter 1: What is marketing? | 1.1 discussion  
  • Section 1.1, 1.2, 1.3, 1.4 review questions  
  • Week 1 objectives quiz |
| 2    | Chapter 2: Strategic Planning | 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    | Welcome to Your Marketing Project  
  • Chapter 5: Market Segmenting, Targeting and Positioning | Project: Proposal and Competitors  
  3.1 discussion  
  • Section 5.1, 5.2, 5.3, 5.4 review questions  
  • Week 3 objectives quiz |
| 4    | Chapter 3: Consumer Behavior: How People Make Buying Decisions  
  • How to Perform Your Competitor Analysis | 5.1 discussion  
  • Project: Competitor Analysis  
  • Section 3.1, 3.2, 3.3, 3.4, 3.5 review questions  
  • Week 4 objectives quiz |
| 5    | Chapter 10: Gathering and Using Information: Market Research  
  • Conducting Market Research for Your Project | 7.1 discussion  
  • Section 6.1, 6.2, 6.3, 6.4, 6.5 review questions  
  • Week 7 objectives quiz |
| 6    | Reporting and Interpreting Your Survey Data | 7.1 discussion  
  • Section 6.1, 6.2, 6.3, 6.4, 6.5 review questions  
  • Week 7 objectives quiz |
| 7    | Chapter 6: Creating Offerings | 9.1 discussion  
  • Section 8.1, 8.2, 8.3, 8.4, 8.5, 8.6 review questions  
  • Week 9 objectives quiz |
| 8    | Identifying Your Product  
  • Chapter 7: Developing and Managing Offerings | 9.1 discussion  
  • Section 8.1, 8.2, 8.3, 8.4, 8.5, 8.6 review questions  
  • Week 9 objectives quiz |
| 9    | Chapter 8: Using Marketing Channels to Create Value | 9.1 discussion  
  • Section 9.1, 9.2, 9.3, 9.4 review questions  
  • Project: Distribution Plan  
  • Week 10 objectives quiz  
  • Exam 3 |
| 10   | Chapter 9: Using Supply Chains to Create Value  
  • The Distribution Plan | 11.1 discussion  
  • Section 11.1, 11.2, 11.3, 11.4, 11.5 review questions  
  • Week 11 objectives quiz |
| 11   | Chapter 11: Advertising, Marketing Communications, and Changing Media  
  • Communication Appeals and Tactics | 12.1 discussion  
  • Section 12.1, 12.2 review questions  
  • Week 12 objectives quiz |
| 12   | Chapter 12: Public Relations and Sales Promotions  
  • Media and Public Relations: A Primer | 12.1 discussion  
  • Section 12.1, 12.2 review questions  
  • Week 12 objectives quiz |
| 13   | Chapter 13: Professional Selling  
  • Creating a Print Ad | Project: Print Ad  
  • Section 13.1, 13.2, 13.3, 13.4, 13.5, 13.6 review questions  
  • Week 13 objectives quiz |
| 14   | Ch. 15: Price, the Only Revenue Generator  
  • Presenting your marketing plan | 15.1 discussion  
  • Section 15.1, 15.2, 15.3 review questions  
  • Project: Pricing Assignment  
  • Week 14 objectives quiz |
| 15   | None | Project: Presentation  
  • Exam 4 |

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