TEXT: Marketing by Grewal & Levy

COURSE DESCRIPTION: An introductory course which delves into the most significant activities in Marketing. Topics of study include: marketing strategy, creating consumer value, Retailing vs. wholesaling, Pricing, Advertising and Public Relations, and the Global Marketplace.

COURSE OBJECTIVES: This is a survey course that touches on many aspects of modern marketing. Upon completion of the course, students will be able to:

a. explain the interrelationship between the economic, legal, social, and technical aspects of the marketing environment in order to make better decisions;

b. trace the historical development of American markets to plan for the future;

c. identify the various viewpoints regarding the responsibilities of marketing to society and the role of the government in assuring that business satisfies those responsibilities to do the most good;

d. recognize the “consumerism” and “environmental” movements and incorporate their principles in marketing activities;
e. identify, explain and apply the functions of management in marketing situations;

h. outline the development of organized marketing in order to use human resources more wisely;

i. explain the concept of marketing orientation, identify its major components and integrate these ideas in business practice;

j. demonstrate an awareness of career fields and occupations in marketing for personal and societal fulfillment.

PROCEDURES FOR ACCOMPLISHING THESE OBJECTIVES:

1. The instructor will lecture on a variety of Marketing subjects and solicit classroom participation.

2. The student will do the assigned readings to supplement the lectures. Students will participate in the class discussions. Case studies will be used;

3. The student will learn the vocabulary of the marketing world;

4. Audio-visual materials, including films, may be utilized.

COURSE REQUIREMENTS:

1. Satisfactory completion of the attendance requirements.
2. Satisfactory completion of TWO (2) Examinations.
3. Satisfy the writing requirement for the course, described below:
4. Completion of a Group Project; details will follow.
GRADING PRACTICE:

Student Results

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two exams @ 30% &amp; 30%</td>
<td>60%</td>
<td>______</td>
</tr>
<tr>
<td>Group Project</td>
<td>20%</td>
<td>_____________</td>
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<tr>
<td>Class / Group Participation</td>
<td>10%</td>
<td>_______</td>
</tr>
<tr>
<td>Attendance</td>
<td>10%</td>
<td>_______</td>
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ATTENDANCE REQUIREMENTS:

All students are expected to attend every class session for which they are registered. Students are responsible for all that transpires in class whether or not they are in attendance. The College defines excessive absence or lateness as more than the equivalent of one week of class meetings during the semester. Excessive absence or lateness will lead to failure in the course or Removal from the class roster. Two lates for class are equal to one absence. If you arrive late, you MUST talk to the instructor immediately upon completion of the class to receive credit for attendance.

Please note that sleeping during the class means that you are not present and will count towards your attendance requirement.