

# COURSE SYLLABUS

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**YEAR COURSE OFFERED:** 2015  
**SEMESTER COURSE OFFERED:** Spring  
**DEPARTMENT:** MARK  
**COURSE NUMBER:** 3336  
**NAME OF COURSE:** Elements of Marketing  
**NAME OF INSTRUCTOR:** Steve Koch

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**The information contained in this class syllabus is subject to change without notice. Students are expected to be aware of any additional course policies presented by the instructor during the course.**  
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## Learning Objectives

- To learn the critical role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- To understand the various decision points made by marketers and the tools and methods used by marketing managers for making those decisions.
- To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
- To understand that regardless of what functional area you belong to within an enterprise, much of what you do will impact the organization's marketing efforts, and vis-versa.

## Major Assignments/Exams

Two quizzes (5 points each)	10 Points
Two non-cumulative midterm exams (25 points each)	50 Points
Final exam (cumulative)	30 Points
Online assignment completion (each Chapter)	5 Points
In-class participation	<u>5 Points</u>
<b>Total</b>	<b>100 Points</b>

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## Required Reading

**Chose one of the following two options, not both!**

Principles of Marketing hardcopy, MyMarketLab with eText & Access Card

- ISBN-10: 0133878341 / ISBN-13: 9780133878349
- Kotler and Armstrong, Prentice Hall
- **Format: Unbound Hardcopy with Access Card and access to e-text**

MyMarketLab with eText & Access Card

- ISBN-10: 0133783138 / ISBN-13: 9780133783131
- Kotler and Armstrong, Prentice Hall
- **Format: Access Card Only with access to e-text**

## Recommended Reading

N/A

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## List of discussion/lecture topics

Week #	Class Date	In Class Topic	Online Questions	Reading Assignment	Video Assignment
1	1/20/15	Course Introduction		Syllabus	
	1/22/15	Marketing Introduction			
2	1/27/15	Marketing/Marketing Process	√	1	Zappos
	1/29/15	Marketing Strategy	√	2	OXO Marketing
3	2/3/15	Analyzing Marketing Environment	√	3	Ecoist
	2/5/15	Marketing Information/Insights	√	4	Domino's
4	2/10/15	Information/Insights <b>&amp; Quiz</b>			
	2/12/15	Consumer (B2C) Marketing	√	5	Goodwill
5	2/17/15	Business (B2B) Marketing	√	6	Eaton
	2/19/15	Customer Driven Strategy	√	7	Boston Harbor
6	2/24/15	Segmentation, Targeting, and Positioning			
	2/26/15	Products and Services	√	8	Life Good Prod
7	3/3/15	Brand Management			
	3/5/15	<b><u>Midterm</u></b>			
8	3/10/15	New Product Development	√	9	Subaru
	3/12/15	Pricing Strategies	√	10	Smashburger
9	3/17/15	Spring Break			
	3/19/15	Spring Break			
10	3/24/15	Pricing Continued	√	11	Hammerpress
	3/26/15	Marketing Channels	√	12	Gavina
11	3/31/15	Marketing Intermediaries <b>&amp; Quiz</b>	√	13	HSN Retailing
	4/2/15	Integrated Marketing Communications	√	14	OXO Advertising
12	4/7/15	Advertising and PR	√	15	E*Trade
	4/9/15	Advertising Continued			
13	4/14/15	Sales Management	√	16	MedTronic
	4/16/15	Direct and Digital Marketing	√	17	HSN Direct
14	4/21/15	Digital Marketing Continued			
	4/23/15	Competitive Advantage	√	18	UMPQUA
15	4/28/15	Global Marketing	√	19	Marketing Movie
	4/30/15	<b><u>Midterm</u></b>			