
Central Michigan University
College of Business Administration

MASTER COURSE SYLLABUS

<u>MKT</u>	<u>300</u>	<u>Introduction to Marketing</u>	<u>3(3-0)F, Sp</u>
Design.	No.	Title	Credit (Mode)

I. Course Description

A basic introduction to the marketing environment, the marketing mix; marketing management and the place of marketing in world society.

II. Prerequisite

ECO 201; 56 semester hours completed.

III. Rationale for Course Level

None.

IV. Textbooks and Other Materials To Be Furnished by the Student

Boone, Louis E., and David L. Kurtz, Contemporary Marketing. Thomson South-Western, 11th Ed., 2004.

Other materials may either be required or used as optional course materials. Some of these may include the following:

1. Readings collection, such as Annual Editions Marketing
2. Contemporary publications such as Marketing Week, Marketing News, Wall Street Journal, etc.

V. Special Requirements of the Course

None.

VI. General Methodology Used in Conducting the Course

Lecture and discussion will be used to cover key functions and concepts. A term project will be used to practice the application of these concepts within the framework of the marketing managerial process. In addition, active-learning team exercises and video cases will be used.

VII. Course Objectives

Upon completion of this course, students will:

1. Learn and understand the functions, key concepts, and terminology of marketing.
2. Begin to practice some of these concepts within the framework of the managerial process.
3. Develop some skills at acquiring and using a variety of marketing information.
4. Understand a wide variety of situations under which marketing concepts and practices may be applied: profit and not for profit, local and global, and products and services, for example.

VIII. Course Outline

Week	Topic
1	Introduction to Marketing
2	Marketing in a Changing World: Creating Customer Value and Satisfaction Strategic Planning and the Marketing Process
3	The Marketing Environment Marketing Research and Information Systems
4	Consumer Markets and Consumer Buyer Behavior Business Markets and Business Buyer Behavior
5	Market Segmentation, Targeting, and Positioning For Competitive Advantage
6	Product and Services Strategy
7	New-Product Development and Product Life-Cycle Strategies
8	Pricing Products: Pricing Considerations and Approaches Pricing Products: Pricing Strategies
9	Distribution Channels and Logistics Management
10	Retailing and Wholesaling Integrated Marketing Communications Strategy
11	Advertising, Sales Promotion, and Public Relations Personal Selling and Sales Management
12	Direct and Online Marketing
13	Competitive Strategies: Attracting, Retaining, and Growing Customers
14	The Global Marketplace Marketing and Society: Social Responsibility and Ethics

- 15 Marketing Planning
16 Final Exam

IX. Evaluation

BASIS FOR DETERMINING A GRADE:

Exams	60
Projects and Assignments	30
Participation, Involvement	<u>10</u>
	100%

X. Bibliography

Kotler, Phillip, and Gary Armstrong, Principles of Marketing. Prentice Hall, 10th ed., 2004.

Lamb, Charles W., Jr., Joseph F. Hair, Jr., and Carl McDaniel, Marketing. Thomson South-Western, 7th ed., 2004.

Shimp, Terence A., Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications. Thomson South-Western, 6th ed., 2003.

Perreault, William D., Jr., and E. Jerome McCarthy, Basic Marketing – A Global-Managerial Approach. Irwin McGraw-Hill, 13th ed., 1999.

Kerin, Roger A., Eric N. Berkowitz, Steven W. Hartley, and William Rudelius, Marketing. Irwin McGraw-Hill, 7th ed., 2003.

Burrow, James, Marketing. Thomson South-Western, anniversary ed., 2004.

Syllabus Prepared by: Dr. Robert Welsh

Signature

March 15, 2003

Date