**Modern Marketing Principles Syllabus**

**Instructor Information**

Name:

Office Location:  
Office Hours:  
Office Phone:

Email:

**Course Description**

This course offers insights into the marketing of products, services, and ideas. It presents marketing essentials for operating in small businesses, corporate settings, and not-for-profit organizations. The course deals with the central focus of marketing, which is the exchange of value between people and / or organizations.  
  
This course emphasizes learning through doing; class sessions are highly engaged and revolve around team-based experiences designed to reinforce important marketing topics.  
  
**Course Objectives**    
  
Upon the successful completion of this course, students will be able to

• Describe the marketing mix and how the elements of the 7 Ps function together to differentiate   
 a product or service  
  
 • Explain consumer and buyer behavior in terms of basic models, information processing,   
 decision making, and adoption

• Clarify the key elements of marketing research, including segmentation, basic steps, and   
 method trade-offs

• Describe the different strategies for branding and recognize how to map out a cohesive   
 branding strategy for a company

• Explain the key issues associated with each component of the promotional mix, including   
 advertising, personal selling, sales promotion, and publicity

• Clarify the way that channels of distribution are designed, including types of structure and the   
 role of logistics

• Demonstrate the pricing of goods and services using key concepts such as supply and   
 demand, elasticity, pricing strategies, and break-even point analysis

• Recognize and organize the information needed for the construction of a strategic marketing   
 plan, including SWOT analysis, and environmental scanning

**Course Materials and Resources**

Required materials: *Modern Marketing Principles* by Kinda Wilson and Jerry Rackley and the associated Stukent video case studies.   
  
The etextbook and video case studies will be provided online from Stukent (www.stukent.com).

**Grading**  
  
Note that for all assignments, cases, and exams, you are expected to backup your answers with *strategic reasoning*. You must critically analyze and explain your positions, and only superior analysis will receive top points.

You will be graded on the following items:

Chapter Assignments (16 = one assigned per chapter) 160 points

Quizzes (16 total) 160 points

Exams (3 total) 150 points

Stukent Video Case Studies (13 total) 260 points

SIM 70 points

Total 800 points

At the end of the session, the sum total of points on all graded components outlined above will be utilized to assign letter grades using the following grading scale:

Letter grade for associated class percentage:

A 90-100%

B 80-89.99%

C 70-79.99%

D 60-69.99%

F 0-59.99%

**Expectations**

Students are expected to read the required material before class and be prepared to discuss. Class will regularly contain discussions, interactive elements, and competitions.

This class focuses on *applied* marketing concepts and will feature a series of Stukent Video Case Studies that students will solve. The class will involve team participation and interaction to solve the cases related to the class concepts.

*Team Participation*

Team members who work hard will gain wonderful team experiences and applied marketing knowledge. Note that full team participation is expected and required of *every* student.

**Exams**

Exams will feature short answer, fill-in-the-blank, and essay questions. Strategic analysis and application on the answers is expected. Note that exams will cover all required readings, handouts, notes pages, and any / all class discussion.

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| **SEMESTER CALENDAR** | | | |
| WEEK | MODULE TOPIC | CASE | SIM |
| 1 | Ch 1: Introduction to Marketing | Honeylu’s Coffee |  |
| 2 | Ch 2: Marketing Research |  |  |
| 3 | Ch 3: Market Segmentation | Auntie Anne Part 1 |  |
| 4 | Ch 4: Positioning |  |  |
| 5 | Ch 5: Buyer Behavior Process | Auntie Anne Part 2 |  |
|  | **EXAM** |  |  |
| 6 | Ch 6: Intro to Managing Products and Services: PLC, packaging, unboxing | Beau & Arrow Part 1 |  |
| 7 | Ch 7: Services Marketing. Service blueprint | Beau & Arrow Part 2 |  |
| 8 | Ch 8: Brand Management, branding | Moonshine Miracle |  |
| 9 | Ch 9: Retail | Leaf in Creek |  |
| 10 | Ch 10: Pricing | ColorPop |  |
|  | **EXAM** |  |  |
| 11 | Ch 11: Promotions Overview | Paradigm Shift Part 1 |  |
| 12 | Ch 12: Promotions: Digital Marketing and SEO Ch 13: Promotions: Social Media Marketing | Paradigm Shift Part 2 | SIM Round 1,2 |
| 13 | Ch 14: Distributing products | Purposeful Planner | SIM Round 3 |
| 14 | Ch 15: The Marketing Environment | Rausch Coleman Homes | SIM Round 4 |
| 15 | Ch 16: The Marketing Plan and Analytics | Benefit Medical Apparel | SIM Round 5 |
|  | **EXAM** |  |  |
| 16 | Final Projects and Presentations |  | SIM Round 6-7 |

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