**PRINCIPLES OF MARKETING**

Monday 6:00 – 8:50 PM

DNTN 718

**ccsfmarketing.com**

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| CRN | Course | SEQ | Day | Times | Location | Units |
| 31015 | MRKT 140 | 581 | M | 6:10 – 9:00 PM | DTN 718 | 3.0 |

Instructor: Marilyn Goodman (415) 452-5916 Email: [mgoodman@ccsf.edu](mailto:mgoodman@ccsf.edu)

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| Week of: | **Assignment** |
| January 14 | Class Introduction  Chapter 1: An Overview of Marketing |
| **January 21** | HOLIDAY –  Martin Luther King, Jr. |
| January 28 | Chapter 2: Strategic Planning for Competitive Advantage |
| February 4 | Chapter 3: Ethics and Social Responsibility |
| February 11 | Chapter 4: The Marketing Environment |
| **February 18** | HOLIDAY –  Washington’s Birthday Observance |
| February 25 | Chapter 6: Consumer Decision Making  **Exam 1: Chapter 1, 2, 3, 4** |
| March 4 | Chapter 8: Segmenting & Target Markets |
| March 11 | Chapter 9: Market Research |
| March 18 | Chapter 10: Product Concepts  **Exam 2: Chapter 6, 8, 9** |
| **March 25** | SPRING RECESS |
| April 1 | Chapter 11: Developing & Managing Products |
| April 8 | Chapter 14: Retailing |
| April 15 | Chapter 15: Marketing Communications  **Exam 3: Chapter 10, 11, 14** |
| April 22 | Chapter 16: Advertising, Public Relations, and Sales Promotions  Chapter 17: Personal Selling and Sales Management |
| April 29 | Chapter 18: Social Media Marketing  Chapter 19: Pricing Concepts |
| May 6 | **Exam 4: Ch. 15, 16, 17, 18, 19** |