**PRINCIPLES OF MARKETING**

Monday 6:00 – 8:50 PM

DNTN 817

**ccsfmarketing.com**

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| CRN | Course | SEQ | Day | Times | Location | Units |
| 71482 | 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** |
| August 19 | Class Introduction  Chapter 1: An Overview of Marketing |
| August 26 | Chapter 2: Strategic Planning for Competitive Advantage |
| September 2 | **HOLIDAY – LABOR DAY** |
| September 9 | Chapter 3: Ethics and Social Responsibility |
| September 16 | Chapter 4: The Marketing Environment |
| September 23 | Chapter 6: Consumer Decision Making  **Exam 1: Chapter 1, 2, 3, 4** |
| September 30 | **Class Cancelled** |
| October 7 | Chapter 8: Segmenting & Target Markets |
| October 14 | Chapter 9: Market Research Chapter |
| October 21 | Chapter 10: Product Concepts  **Exam 2: Chapter 6, 8, 9** |
| October 28 | Chapter 11: Developing & Managing Products |
| November 4 | Chapter 14: Marketing Channels |
| November 11 | **HOLIDAY - Veterans’ Day** |
| November 18 | Chapter 15: Marketing Communications  **Exam 3: Chapter 10, 11, 14** |
| November 25 | Chapter 16: Advertising, PR and Sales Promotion  Chapter 17: Personal Selling & Sales Management |
| December 2 | Chapter 18: Social Media & Marketing |
| December 9 | Chapter 19: Pricing Concepts |
| December 16 | **Exam 4: Ch. 15, 16, 17, 18, 19**  Marketing Plans Due |