**MRKT 140:**

**PRINCIPLES OF MARKETING**



COURSE: MKT 140: Introduction to Marketing

LOCATION: DTN 718

CRN 31015 581

DAYS/TIMES: Monday Evening 6:00 PM – 8:50 PM

INSTRUCTOR: Mrs. Marilyn Goodman

OFFICE LOCATION/HOURS: By appointment

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TEXTBOOK: **MKTG 11**

AUTHORS: Lamb/Hair/McDaniel - MKTG 11 (w/Bind-In Access Code) Edition: 11th

Author: Lamb

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This course provides an introduction to marketing. Prerequisites: none.

***Student Learning Outcomes***

Upon completion of this course a student will be able to:

* Define the term “marketing” and describe several reasons for studying marketing.
* Describe four marketing management philosophies and how they strongly influence the role of marketing and marketing activities within an organization.
* Review the four components of corporate social responsibility: economic, legal, ethical, and philanthropic and how they are intertwined
* Discuss how the social factors within and external environment affects an organizations marketing
* Explain the importance to marketing managers of the current demographic trends and multiculturalism and growing ethnic markets.
* Explain the importance of understanding consumer behavior and analyze the components of the consumer decision-making process and post-purchase evaluation process.
* Identify and understand cultural, social, individual and psychological buying factors that affect consumer-buying decisions.
* Explain the importance of market segmentation and the criteria necessary for successful market segmentation and list the steps involved in segmenting markets and discuss alternative strategies for selecting target markets.
* Define marketing research and explain its importance to marketing decision- making while emphasizing the profound impact the Internet has had on this discipline.
* Define and classify consumer products and the importance of services to the economy while understanding marketing uses of branding, packaging and labeling.
* Describe the channel structures for consumer and business products and discuss alternative channel arrangements.
* Describe the communication process while focusing on the elements of the promotional mix and their role in the marketing mix.
* Identify major types of advertising and the creative decisions in developing advertising campaigns.
* Discuss the importance of pricing objectives and decisions to the economy and individual organization.

### Methods of Learning

A variety of techniques will be used to enhance your learning for this course. These include lecture, discussion, debates, exams, video cases, in-class group activities, out-of-class group and individual assignments, and Internet research. You are expected to come to every session having completed your reading and/or other assignments.

### Course Evaluation

You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course. Though much of the learning is actually achieved in-class, you are expected to complete certain assignments before class and to turn in outside assignments on time.

Exams (4) – 50 points each 200 points

Marketing Plan Project 200 points

Total 400 points

Grading

A = 360-400

B = 320-359

C = 280-319

D = 240-279

F = 239 or below

Additional:

* There will be no make-up exams.
* Plagiarism of any kind is against CCSF policies and guidelines and will result in an automatic F for the course.
* Failure to hand in the first homework assignments will result in an automatic Drop or Withdrawal from the class.
* Failure to pass the first Exam: Chapters 1 – 4 will result in a W (withdrawal) from the class. (Passing grade is C or higher)
* Cell phones are not permitted to be out in the classroom. Please turn off all cell phones prior to entering class. There is absolutely NO TEXTING allowed. Do not leave class (ever) to take a phone call. I will ask you not to return.
* Class begins exactly at 6:00 PM. I will take role at that time. Please do not be late.
* More than **TWO** missed classes will result in an automatic drop or withdrawal from the class, two or more incomplete or missed homework assignments will result in an automatic drop.