MKTG 302 Course Overview and Objectives – Fall 2017
This course develops an understanding for the complexities of establishing and implementing marketing strategies in both domestic and international economies. Areas of study include consumer behavior, marketing research, ethical marketing practices, products/services, branding and packaging, channels of distribution, and pricing and promotions in public and private sectors.

Course Prerequisites: ECON 200 and ECON 201; Junior Standing

The objectives of this course are:

1. To gain factual knowledge (terminology, methods, trends and concepts) of the marketing discipline.
2. To understand fundamental marketing principles and theories as they apply to international and domestic Marketing.
3. To begin to develop professional skills and competencies in the area including:
   - an understanding of the types of decisions that must be made in planning the marketing mix for a firm;
   - an understanding of the steps involved in the market segmentation process.
4. To become aware of some of the types of ethical and social responsibility issues firms face that relate to marketing decisions.

The School of Business learning goals are:

**COMMUNICATION SKILLS:** Students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

**QUANTITATIVE FLUENCY:** Students demonstrate competency in logical reasoning and data analysis skills.

**GLOBAL AND CIVIC RESPONSIBILITY:** Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues.

**INTELLECTUAL INNOVATION AND CREATIVITY:** Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

**SYNTHESIS:** Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

**Grading:** Students have the ability to accumulate at least 400 points in this course – equivalent to a 4.0; missed classes, missed assignments, inattention and all grades affect the accumulation of points. The breakdown of work responsibilities is: Assignments/Tests/Quizzes (50%): Final Project (25%) Attendance/Participation (25%).

**Written Assignments:** Students will receive sufficient notice of pending written assignments. These may or may not be listed on the attached syllabus; it is each student’s responsibility to keep abreast of assignments and due dates as the semester unfolds.
Quality of work: marketing is a communications-based discipline. Clear language is key to being understood. Therefore: all written assignments and essay-based quiz responses must be presented in complete sentences, with clear grammar and punctuation, and college-level reasoning.

Guests: During this course, respected professionals will visit class to present theories and applications of marketing. Many of our assignments will be amplified by the information they deliver; others will come from the text. Attendance is critical to success in this class, as quizzes and assignments will often be based on class lectures and presentations.

The College Honor Code will guide the behavior of each student. Lying, cheating, attempted cheating and plagiarism are violations of our Honor Code that, when identified, are investigated. Each instance is examined to determine the degree of deception involved. Refer to http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Students with a documented disability who have been approved to receive accommodations through SNAP services should discuss this with me early in the semester - before or after class, or at my office at 522 King Street. Any student eligible for and needing accommodations because of a disability is requested to speak with me during my office hours.

I encourage all students to engage with me if they encounter issues in need of addressing during this semester. My goal is to make this course productive, engaging and educational for ALL.

Syllabus and Class Schedule

Week of August 21
   Introductions/Chapter 1

Week of August 28
   • Chapters 2 and 3
   • Written assignment due next week

Week of September 4
   Read/Discuss Chapter 4

Week of September 11
   Chapter 5 + Written assignment

Week of September 18
   Read/Discuss Chapter 6

Week of September 25
   Read/Discuss Chapter 7

Week of October 2
   Read/Discuss Chapter 8

Week of October 9
   Midterm Quiz
   Read/Discuss Chapter 9

(continuation on next page)
Week of October 16
Fall Break Tuesday
Read/Discuss Chapter 10+ Final project assignment explained

Week of October 23
Read/Discuss Chapters 11, 12

Week of October 30
Read/Discuss Chapter 13, 14 + Written assignment

Week of November 6
Read/Discuss Chapter 15, 16

Week of November 13
Read/Discuss Chapter 17+

Week of November 20
Wrap up Final Project– We WILL meet Tuesday the 21st!

Week of November 27
Group Presentations
Chapter 18

Week of December 4
Date/time TBD – Final Quiz