MKTG 302 Course Overview and Objectives – Spring 2018
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. 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, and 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.

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 January 9
   Introductions/Chapter 1

Week of January 16
   - Chapters 2 and 3
   - Written assignment due next week

Week of January 23
   Read/Discuss Chapter 4

Week of January 30
   Chapter 5 + Written assignment

Week of February 6
   Read/Discuss Chapter 6

Week of February 13
   Read/Discuss Chapter 7

Week of February 20
   Read/Discuss Chapter 8

Week of February 27
   Midterm Quiz
   Read/Discuss Chapter 9

Week of March 6
   Read/Discuss Chapter 10 + Final project assignment explained

Week of March 13
   Read/Discuss Chapters 11, 12

Week of March 20
   Spring break!

Week of March 27
   Read/Discuss Chapter 13, 14 + Written assignment

Week of April 3
   Read/Discuss Chapter 15, 16

Week of April 10
   Read/Discuss Chapter 17+

Week of April 17
   Wrap up Final Project–!

Week of April 24
   Group Presentations
   Chapter 18

May 1
Final Quiz