MKTG 302 Course Overview and Objectives – Spring 2019
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.

SCHOOL OF BUSINESS LEARNING GOALS
1. Communication Skills: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
2. Quantitative Fluency: Students will demonstrate competency in logical reasoning and data analysis skills.
3. Global and Civic Responsibility: Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
4. Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
5. Synthesis: Students will 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.

COURSE PREREQUISITES
Junior standing; ECON 201 and ECON 202.

Grading: Students have the ability to accumulate at least 400 points in this course – equivalent to a 4.0 or an A; missed classes, missed assignments, inattention, teammate assessments 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.

**Attendance Policy:** The instructor believes that 80% of success in life comes from simply showing up. Each class period you attend, you will be rewarded with points toward your semester total. (Each class typically is worth about 3 points). No class, no points.

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 7**
  Introductions/Chapter 1

- **Week of January 14**
  - Chapters 2 and 3
  - Written assignment due next week

- **Week of January 21**
  Read/Discuss Chapter 4

- **Week of January 28**
  Chapter 5 + Written assignment
  No class 2/1

- **Week of February 4**
  No class 2/4
  Read/Discuss Chapter 6

- **Week of February 11**
  Read/Discuss Chapter 7

- **Week of February 18**
  No class 2/18
  Read/Discuss Chapter 8

- **Week of February 25**
  Midterm Quiz
  Read/Discuss Chapter 9

- **Week of March 4**
  Read/Discuss Chapter 10+ Final project assignment explained

- **Week of March 11**
  Read/Discuss Chapters 11, 12

- **Week of March 18**
  Spring break!

- **Week of March 25**
Read/Discuss Chapter 13, 14 + Written assignment

Week of April 1
Read/Discuss Chapter 15, 16

Week of April 8
Read/Discuss Chapter 17+

Week of April 15
Wrap up Final Project– April 19 presentations

Week of April 22
Last day of class – Final quiz