

## **Mkt. 252 Principles of Marketing**

Fall Trimester 2007

Saturdays 1:15-4:45 PM

Professor: Fekri Meziou

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Office: 315A Memorial Office Hours: Saturdays 12:00-1:00 PM or by appointment

Textbook: Marketing, The Core. Kerin, Hartley and Rudelius. McGraw-Hill

Course Objectives: The objectives of this course are:

- (1) To provide each student with an understanding and a critical examination of the core concepts of marketing, the marketing management function, and the environment within which it operates.
- (2) To understand how marketing decisions are planned, implemented, and controlled.
- (3) To provide a conceptual foundation for those students who plan to do advanced work in marketing.
- (4) To make this course a dynamic and relevant learning experience.

Course Methodology: This course will be conducted on a lecture-discussion basis. Student participation is strongly encouraged. Lecture periods will amplify the information contained in the text and will deal with recent marketing issues. Some assigned material may not be discussed in class. Conversely, some lecture discussion may not otherwise appear in text.

Grading/Evaluation Criteria: Your course grade will be based on scores earned from the midterm and final exams. In addition, you will be given the opportunity to receive extra credit (up to 15 points) by submitting a substantive report on a new product introduction. The details of this project will be discussed further in class.

<i>Activity</i>	<i>Points</i>
Midterm Exam	100
Final Exam	100

The exams will be used to assess the student's grasp of marketing concepts gained from textbook, class discussions, articles, and other readings assignments. Grades will be distributed based on total points earned as follows:

180+ points	4.0
170-179	3.5
160-169	3.0
150-159	2.5
140-149	2.0
130-139	1.5
120-129	1.0
Less than 120	0.0

## Course Outline

Meeting Date	Topics	Chapters
September 8.	Course Introduction and Overview Nature and History of the Marketing Concept The Marketing Environment	1 3
September 22.	Consumer Buying Behavior Market Research	5, 6 8
October 6.	Market Segmentation Strategic and Market Planning	9 2
October 20.	Mid-Term Examination	
November 3.	New Product Development Process Marketing Decisions during Product Life Cycle	10 11
November 17.	Pricing Theory and methods The Role of Promotion in Marketing	12 15
December 1.	Advertising, Sales Promotions, and publicity Personal Selling and Physical Distribution	16 17, 13.
December 8*.	Final Exam.	

\* Indicates one week between classes

### Notes:

1. The instructor reserves the right to modify the course requirements, assignments, grading procedures, and other course-related policies as circumstances so dictate.
2. Due to small number of class meetings, students must attend at least five lectures in order to receive any credit for the course. All students must attend the first day of classes in order to be fully introduced to course topics and course requirements.
3. Unless there are major compelling reasons, students must take the midterm and final exam on the scheduled date.

