

MKT 252:
Principles of Marketing
Fall Term 2008, Rochester
SYLLABUS

Class Meeting: Monday 5:45-9:45, Saturday 12/6, 1-5

Classroom: Bethel Lutheran Church

Instructor: Bruce E. Batten, Ph.D.

Contacting Instructor:

Feel free to contact me outside of class. You may contact me by phone either at home (651-766-9479, please call before 9 PM) or by email (bruce.batten@comcast.net). I am happy to address class issues, and to serve as a sounding board for career and academic issues. I will be available before and after class, or at mutually convenient times and locations.

Textbook:

Marketing: The Core, 2nd ed.
Kerin, Hartley and Rudelius
McGraw-Hill Irwin
ISBN: 978-0-299989-1

Course Description:

MKT 252, Principles of Marketing, is an introductory marketing course designed to provide students with a fundamental overview of marketing, its functions and role in organizations. The course is designed for both students majoring in other disciplines and also provides an important foundation for students who wish to do advanced work in Business or Marketing.

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 and the marketing process
- (2) To understand buyers and markets.
- (3) To understand how to target market opportunities
- (4) To understand "go-to-market" strategies.
- (5) To provide a conceptual foundation for those students who plan to do advanced work in marketing.
- (5) To make this course a dynamic and relevant learning experience for both marketing and non-marketing majors.

Course Methodology:

This course will be conducted on a lecture-discussion basis. There are reading assignments for each lecture that students should read before class. Student participation is strongly encouraged. Lecture periods will amplify the information contained in the text and will deal with recent marketing issues. Additional reading material will also be assigned and discussed in class to augment the text.

Grading/Evaluation Criteria:

The final grade will be based on scores earned from the midterm exam, final exam and term project.

Midterm Exam: 100

Final Exam: 100

Term Project*: 100

Project Presentation/Presentation Session Participation: 30

Written Portion: 70

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

276+ points 4.0

270-275 3.5

246-269 3.0

225-245 2.5

210-224 2.0

180-209 1.5

150-179 1.0

Less than 240 0.0

Course Outline

September 15: Part 1: "Initiating the Marketing Process" (Chapters 1-4)

Discussion of Term Project

September 29: Part 2: "Understanding Buyers and Markets" (Chapters 5-7)

October 13: Part 3: "Targeting Market Opportunities" (Chapters 8, 9)

October 27: Mid-Term Examination

Discussion of Term Project

November 10: Part 4a: "Satisfying Market Opportunities" (Chapters 10-12)

November 24: Part 4b: “Satisfying Market Opportunities” (Chapters 13-18)
Term Project Presentations

December 6: Final Exam.
Term Project Due

Notes:

1. The instructor reserves the right to modify the course requirements, assignments, grading procedures, and other course-related policies as circumstances dictate.
2. Due to the small number of class meetings, students are expected to attend all scheduled classes. Realizing that circumstances can arise that may interfere with student attendance; students must attend at least 4 lectures and participate in the term project presentation in class to receive 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.

Student Questionnaire:

Where possible, I would like to tailor the class discussion to your experiences and interests. To help me do this, please complete the attached questionnaire and bring it to the first class.

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STUDENT QUESTIONNAIRE

What do you hope to gain from this course?

What is your major, or what areas are you considering for a major?

What are some of your recent work experiences (employer, type of business or organization, your role or function etc.)?

Anything else that you'd like to share that could help me enrich this experience for you?