



Marketing - Course Syllabus

Description:

In this introductory course, students will learn the principles of Marketing using real-world examples—learning what it takes to plan, launch and market a product or service in today’s fast-paced business environment. This course covers an introduction to marketing, business-to-business marketing, services marketing, branding, social media marketing, and marketing ethics. Students will learn about marketing plans and strategies businesses use to market their products.

Textbook: Marketing – Excel Education Systems, Inc. 2018 ©

Course objectives:

- Understand basic marketing principles.
- Understand the strategies and planning techniques used in marketing.
- Describe how marketing plans are used by businesses.
- Apply course concepts to everyday life.
- Learn about the ethical aspects to marketing products and services.

Contents:

Semester A

Ch 1 Introduction to Marketing
Ch 2 Marketing Strategies and Planning
Ch 3 The Marketing Environment
Ch 4 Consumer Marketing
Ch 5 Business-to-Business Marketing
Ch 6 Services Marketing
Ch 7 Global Marketing
Ch 8 Pricing
Ch 9 Products

Semester B

Ch 10 Branding and Packaging
Ch 11 Marketing Channels
Ch 12 Integrated Marketing Communication
Ch 13 Advertising and Public Relations
Ch 14 Personal Selling and Sales Promotion
Ch 15 Social Media Marketing
Ch 16 Social Responsibility and Ethics
Ch 17 Introduction to Nonprofit Marketing

Grading Scale

A = 90-100%
B = 80-89%
C = 70-79%
D = 60-69%
F = under 59%

Grade Weighting

Chapter Quizzes..... 70%
Mid-Term/Final Exams 30%
100%