

MKTG 3307 Principles of Marketing
Sul Ross State University - Rio Grande College
Dr. Terry Carson

Course Description

Principles of Marketing provides a decision-oriented view of marketing and marketing management in modern organizations. The course is designed to provide students with a solid understanding of the major decision areas under marketing responsibility, the basic interrelationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses. Students will learn and understand the *four P's of Marketing: Product, Place, Promotion, and Price*, and gain an understanding of why Marketing is crucial to economic development and the global economy.

Course Objectives and Assessment

1. Understand marketing's value to consumers, firms, and society and demonstrate knowledge of marketing strategy planning and segmentation and positioning.

Assessment: Chapter quiz, written chapter discussion questions, in-class discussion questions, written exam.

2. Demonstrate knowledge of demographic dimensions and behavioral dimensions of consumers and business and organizational customers.

Assessment: Chapter quiz, on-line demographic database search, written exam.

3. Understand the process of new product development and distribution logistics including retailers and wholesalers.

Assessment: Chapter quiz, discussion questions, product development summary, written exam.

4. Demonstrate knowledge of Promotion objectives, pricing objectives, and price setting, and ethical marketing in a consumer-oriented society.

Assessment: Chapter quiz, price and break-even calculation exercise, written discussion questions, written exam.

5. Understand and apply the "4-P's" (Price, Product, Place, and Promotion) in situational exercises and case study projects.

Assessment: Chapter quiz, application of adjustable variables exercise to achieve stated marketing goals, case studies, written exam.

Class Format

Web courses require that you take **personal responsibility** for keeping up with assignments as posted. You should plan to spend as much, if not more, time on this course as you would a traditional lecture course. There is an initially steep learning curve associated with web courses; as such; you should allow extra time to get familiar with this website and the associated links.

Course Materials

The primary text (required) for this course is **Basic Marketing: A Marketing Strategy Planning Approach, 16th edition**, by Perreault, Cannon, & McCarthy, McGraw-Hill Publishers, ISBN 978-0-07-352980-6. There are also excellent supplementary materials in the **Online Learning Center** section, including self-quizzes for each chapter. I recommend you use the **Online Learning Center** section for each chapter.

Grading Policy

The course requirements consist of a **mid-term exam**, a **final exam**, and your **active participation**. The two exams comprise 80% of your final grade and participation is 20% of your grade. Participation will be determined by your timely responses to discussion questions posted for each chapter.

All exams will be administered online. Please make sure you can be available for the scheduled exams before continuing with this course. See the **Course Schedule** section for exam dates. **Watch the**

Announcement Section of the website concerning these important dates.

All communications will be through your Sul Ross email account and the Announcements page on the course website. Get in the habit of checking your Sul Ross email account several times each week! I will send out notices, assignments, and changes through your Sul Ross email account only...

Contact Information

Dr. Terry Carson
830.279.3013 (Office)
email: tcarson@sulross.edu