

Grades will be determined as follows:

Grade	Standard
90-100 = A range	Exceptional; work of superior quality; clearly stand out as excellent performance in quality and quantity.
80-89 = B range	Very good to good; a “B” should be considered a high grade, thoroughly competent work but not exceptional.
70-79 = C range	Average quality, demonstrates satisfactory comprehension of subject matter; meets the minimum requirements.
60-69 = D range	Quality and quantity of work falls significantly below accepted standards; unacceptable.
Below 60 = F	Absolutely inferior work; no possibility of successfully passing course.

Note: Class time will be used to supplement and highlight the assigned reading. Supplemental readings and/or assignments will be handed out. Accordingly, it is expected that the student will read the selected materials prior to each class and will participate in class discussions and activities.

Class	Description
1	Introduction to the course. Discussion of course objectives, project, and assignments. Discussion of Marketing, the role in an organization, and the focus of this course.
2	Chapter 2: Marketing’s Role Within the Firm or Nonprofit Organization.
3	Chapter 3: Focusing Marketing Strategy with Segmentation and Positioning.
4	Chapter 4: Evaluating Opportunities in the Changing Environment. SWOT Analysis
5	Chapter 5: Final Consumers and Their Buying Behavior
6	Chapter 6: Business and Organizational Customers and Their Buying Behavior
7	Chapter 7: Improving Decisions with Marketing Information.
8	Video: discussion
9	Case Analysis
10	Chapter 8: Elements of Product Planning for Goods and Services
11	Mid-term review
12	Mid-term exam
13	Chapter 9: Product Management and New Product Development

14	Chapter 10: Place and Development of Channel Systems
15	Chapter 12: Retailers, Wholesalers, and Their Strategy Planning.
16	Chapter 13: Promotion - An Introduction to Integrated Marketing Communications
17	Chapter 14: Personal Selling
18	Chapter 15: Advertising and Sales Promotions.
19	Chapter 16: Pricing Objectives and Policies
20	Chapter 17: Price Setting in the Business World
21	Chapter 18: Developing Innovative Marketing Plans: Appraisal and Changes
22	Internet Marketing (Chap. 1, Book: Introduction to Internet Marketing)
23	Final Exam
24	Projects presentation

Final Project

Assume you are the marketing manager for a company or an organization that has a product or service or idea that you need to develop a marketing plan for. You will be working with other team members (assigned first day of class) to develop this plan. This project has a written component and an oral component, which are graded separately. Assume you will be submitting and presenting this plan to the executive board of the company. The analysis should be 6 to 8 pages in length. Each team will have 15 minutes to present the project.
