

# BUS 304 - PRINCIPLES OF MARKETING

## SYLLABUS

**Instructor:** Dr. Linda Reid  
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### COURSE DELIVERY:

Print-Based Correspondence Course

### CREDIT HOURS:

Three Semester Hours

### PREREQUISITES:

BUS 103, Econ 256 or by permission of instructor

### COURSE MATERIALS:

To order textbooks or obtain information about book titles, you may go to [www.exstudies.adams.edu](http://www.exstudies.adams.edu) and click on the “ASC Bookstore” icon.

Use **Section Number: 1176** to order books from the Bookstore site.

### Required Textbook:

*Boone & Kurtz Contemporary Marketing, 2011 Edition.* By David L. Kurtz. South-Western Cengage Learning: Mason, OH. ISBN: 978-0-538-74689-2.

### CATALOG DESCRIPTION:

Description and analysis of marketing processes, methods, and institutions involved in the distribution process with an evaluation of marketing institutions and middlemen according to functions they perform.

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## STUDENT LEARNING OUTCOMES:

The student will:

- Demonstrate an understanding of the contemporary role of marketing in society and the marketing process within the firm and in society.
- Demonstrate the ability to identify and analyze the various components of the total marketing environment.
- Use the principles of marketing strategy for the formulation and implementation of a marketing strategy and control of the marketing effort.

## COURSE REQUIREMENTS:

Students will be required to develop a marketing plan for a global organization. A midterm and final exam will be taken during the course of the class, as well.

## GRADE DISTRIBUTION AND SCALE:

In alignment with ASC academic policies, no D may apply to a major or minor field.

### Grade Distribution:

Components of Marketing Plan	50 points (7) and 100 points for final plan
Midterm Exam	100 points
Final Exam	<u>200 points</u>
Total Points	750 points

### Scale:

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

## ADA STATEMENT:

Students who need special accommodation to complete this class should contact the instructor and the Office of Student Affairs, 719.587.7221, as soon as possible.

## NOTE:

Web sites are constantly changing and you may find that some have moved or are simply no longer available; contact your instructor with any questions.