

BUS 304 – PRINCIPLES OF MARKETING

SYLLABUS

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CREDIT HOURS:

Three Semester Hours

PREREQUISITES:

BUS 103, ECON 256 or by permission of instructor.

CATALOG DESCRIPTION:

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

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 complete the Marketing Plan Assignment outlined in the study guide. At the end of each of the 19 chapters there will be an assignment for students to complete. Students will be able to drop one of their 19 assignments.

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COURSE MATERIALS:

To order textbooks or obtain information about book titles you may go to www.exstudies.adams.edu and click on the “ASC Bookstore” icon.

Use **Section Number: 995** to order books from Bookstore site.

Required Textbook:

Hair Jr., Joseph F., Lamb, Charles W., and Carl McDaniel. *Mktg2*. Mason, OH: South-Western Cengage Learning, 2009. ISBN-10: 0324659806 or ISBN-13: 9780324659801

GRADE DISTRIBUTION AND SCALE:

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

Grade Distribution:

6 papers	100 points each
19 Discussion Assignments	15 points each
1 Final Marketing Plan	<u>115 points</u>
Total Points	1000 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.