

MARKETING

Text: MARKETING - Kerin / Hartley / Rudelius

14th edition

- Week 1** Introduction
Chapter 1 - Creating Customer Relationships and Value Through Marketing
Chapter 2 - Developing Successful Marketing and Organizational Strategies
Appendix A - Building an Effective Marketing Plan
Chapter 3 - Scanning the Marketing Environment
Chapter 5 - Understanding Consumer Behavior
- Week 2** Chapter 6 - Understanding Organizations and Customers
Chapter 7 - Understanding and Reaching Global Consumers and Markets
Chapter 9 - Market Segmentation, Targeting and Positioning
Chapter 10 - Developing New Products and Services
***** Presentation topics due - 1 paragraph summary *****
- Week 3** Chapter 11 - Managing Successful Products, Services, and Brands
Chapter 12 - Services Marketing

***** **MIDTERM - Chapters 1-3, 5-7, 9-12** *****
- Week 4** Chapter 13 - Building the Price Foundation
Chapter 14 - Arriving at the final price
Chapter 15 - Managing Marketing Channels and Supply Chains
Chapter 16 - Retailing and Wholesaling
- Week 5** Chapter 17- Integrated Marketing Communications and Direct Marketing
Chapter 18 - Advertising, Sales Promotion, and Public Relations
Chapter 20 - Personal Selling and Sales Management
- FINAL - Chapters 13-20**

For class discussion, please participate in the discussion forum. Comment on others' comments.

Class web site: www.blueplanetx.com

Project: Develop a new product or service and create a short marketing plan for it. Find more detail in the Announcement section of Blackboard. Follow the guidelines as if you do not, points will be taken off.

FINAL GRADE = 100%

Grade 70% = TESTS 1, 2

Grade 15% = Marketig Plan

Grade 15% = Discussion

There are no makeup tests! You must take all tests within the week they are assigned - Always check the Announcements in Blackboard.

All papers must be completed by the deadline. Late submissions will not be accepted.