

MARKETING

Text: MARKETING - Kerin / Hartley / Rudelius

14th edition - earlier editions are also acceptable

Week 1 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

Week 2 Chapter 5 - Understanding Consumer Behavior
Chapter 6 - Understanding Organizations as Customers
Chapter 7 - Understanding and Reaching Global Consumers and Markets
Chapter 9 - Market Segmentation, Targeting and Positioning

Week 3 Chapter 10 - Developing New Products and Services
Presentation topics due - 1 paragraph summary
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

Week 5 Chapter 16 - Retailing and Wholesaling
Chapter 17- Integrated Marketing Communications and Direct Marketing
Chapter 18 - Advertising, Sales Promotion, and Public Relations
Chapter 20 - Personal Selling and Sales Management

Week 6 **FINAL - Chapters 13-18, 20**

Project: Please see Announcements in Blackboard

FINAL GRADE = 100%

Grade 70% = TESTS 1, 2

Grade 20% = Marketing Plan

Grade 10% = Discussion board

A test can only be made up with instructor approval at the end of the term (instructor must be notified before the initial test date) and with appropriate documentation. In case of a makeup, the student must email the instructor the day before the makeup date to make sure the test will be available.