

MARKETING

Text: MARKETING - Kerin / Hartley / Rudelius

14th edition - earlier editions are also acceptable

Week 1	Introduction Chapter 1 - Creating Customer Relationships and Value Through Marketing
Week 2	Chapter 2 - Developing Successful Marketing and Organizational Strategies <i>Appendix A - Building an Effective Marketing Plan</i> Chapter 3 - Scanning the Marketing Environment
Week 3	Chapter 5 - Understanding Consumer Behavior Chapter 6 - Understanding Organizations as Customers
Week 4	Chapter 7 - Understanding and Reaching Global Consumers and Markets Chapter 9 - Market Segmentation, Targeting and Positioning
Week 5	Chapter 10 - Developing New Products and Services Group review *Presentation topics due - 1 paragraph summary*
Week 6	Chapter 11 - Managing Successful Products, Services, and Brands Chapter 12 - Services Marketing
Week 7	MIDTERM - Chapters 1-3, 5-7, 9-12 Chapter 13 - Building the Price Foundation
Week 8	Chapter 14 - Arriving at the final price Chapter 15 - Managing Marketing Channels and Supply Chains
Week 9	Chapter 16 - Retailing and Wholesaling Work on presentations
Week 10	Chapter 17- Integrated Marketing Communications and Direct Marketing Chapter 18 - Advertising, Sales Promotion, and Public Relations
Week 11	Chapter 20 - Personal Selling and Sales Management Work on presentations
Week 12	Presentations Presentations
Week 13	Presentations Presentations
Week 14	Review FINAL - Chapters 13-20

For class discussion, please read marketing related articles on the web

Class web site: www.blueplanetx.com

Project: Groups of 3-4 - Develop a new product or service and create a marketing plan for it. Every team must turn in a marketing plan. Everyone has to have his/her topic as part of the whole. If not presented, only 50% of the credit will be given. Topics must be handed in the 5th week for approval. Presentations will start in week 13.

FINAL GRADE = 100%

Grade 70% = TESTS 1, 2

Grade 20% = Marketing Plan

Grade 10% = Class discussion

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.

Class attendance is mandatory. Please contact instructor in case of an absence. In the case of accumulated (3) unexcused absences, students can be withdrawn from the class by the instructor.