

MKTG C350 [04]

Principles of Marketing

An Independent Learning Course

Course Developed by

Dr. Pierre H. Barakat

Course Instructor

Mr. Steve Garris

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Distance Education [15]

9/18/2000

IMPORTANT INFORMATION

INDEPENDENT LEARNING THE UNIVERSITY OF SOUTH CAROLINA

WHERE TO GET HELP

For information concerning this and other independent learning courses please call:

1-800-922-2577
(nationwide)

or, if outside the United States, call
803-777-7210

If you would prefer to write or visit, our address is:
Independent Learning
University of South Carolina
Columbia, SC 29208

COURSE SUMMARY

Course Number: MKTG C-350 [04]
Course Title: *Principles of Marketing*
Instructor: Mr. Steve Garris
Credit Hours: 3
Prerequisite: ECON 224 (Principles of Economics) and ACCT 222 (Introduction to Acctg)
Assignments: 15 Assignments (75% of final grade)
Exams: 1 Final Exam (25% of final grade)

NOTE: YOU MUST PASS THE FINAL EXAM TO RECEIVE CREDIT FOR THIS COURSE

Required Text

Kotler, Phillip and Gary Armstrong. (1996) Principles of Marketing, 7th Edition, Prentice Hall, Inc.

Course Description

Principles and concepts underlying marketing functions, including the conception, pricing, promotion, and distribution of products and services and the role of marketing in society..

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Marketing is the business function that identifies customer needs and wants, determines which target markets the organization can serve best, and designs appropriate products, services, and programs to serve these markets. It guides the entire organization.

The goal of marketing is to create customer satisfaction by building value-based relationships with customers, in conjunction with other internal and external business units. The end-result is gaining market leadership by understanding consumer needs and finding solutions of superior value, quality, and service.

The objective of this course is to take a practical, managerial approach to marketing. It gives the student a comprehensive and innovative, managerial and practical introduction to marketing. The Principles of Marketing provides in-depth exposure to practical examples and applications about managerial decisions. These include the trade-off between the organization's objectives and resources against needs and opportunities in the marketplace.

Course Objectives are:

- To understand the marketing concept.
- To recognize and suggest applications of the marketing concept.
- To identify implications of the marketing concept for the accounting, finance, research and development, purchasing, production, and personnel functions for marketing and service functions.
- To evaluate the effects of the marketing concept on the firm, consumers, and society.

Course Topics are:

- Marketing Management Process
- Analyses of Market Opportunities
- Selection of Target Markets
- Development of Marketing Mix
- Management of Marketing Effort
- Careers in Marketing in Careers

The most important element you will acquire from this course is not a list of formulas, definitions, and properties. It is the gain of a *cognitive* approach to synthesize information about various alternatives to economic decisions.

Course Developer: Dr. Pierre Barakat, Ph.D., MBA

Instructor: Mr. Steve Garris, MBA

Textbook: Philip Kotler and Gary Armstrong, *Principles of Marketing*, 7th edition, Prentice-Hall, Inc., 1996

GENERAL COURSE INFORMATION

Assignments:

There are 15 assignments for this course. Each assignment, based on the textbook chapters and appendices, has a different design, but the entire textbook will be covered. In other words, assignments for the course will correspond to the chapters in the textbook. Some assignments will incorporate discussion questions, true and false questions, and/or multiple choice questions. Students should use the original assignment sheets provided and fill in the blanks under the appropriate questions. If you need additional space, use the back of the page or use additional sheets of paper. Answers to multiple choice questions should be circled. Be sure to keep a copy of your assignments. Sometimes assignments get lost in the mail, so you must keep a copy in order to receive proper credit for the assignment.

Exams: There will be one final exam for this course. The questions are in the form of multiple choice. Make sure you keep up with your reading throughout the course. You must pass the final, proctored exam in order to receive a grade for this course.

Addendum:

I urge the students to keep touch of the latest articles regarding marketing issues and opportunities. In addition to Wall Street Journals, there are a number of journals and magazines to review, to have a better understanding of marketing issues.

OUTLINE OF COURSE

Part I - Understanding Marketing and The Marketing Process

Chapter 1 Marketing in a Changing World: Creating Customer Value and Satisfaction

Chapter 2 Strategic Planning and the Marketing Process

Chapter 3 The Marketing Environment

Part II - Analyzing Marketing Opportunities

Chapter 4 Marketing Research and Information Systems

Chapter 5 Consumer Markets and Consumer Buyer Behavior

Chapter 6 Business Markets and Business Buyer Behavior

Part III: Selecting Target Markets

Chapter 7 Measuring and Forecasting Demand

Chapter 8 Market Segmentation, Targeting, and Positioning For Competitive Advantage

Part IV: Developing The Marketing Mix

Chapter 9 Designing Products: Products, Brands, Packaging, and Services

Chapter 10 Designing Products: New Product Development and Product Life-Cycle Strategies

Chapter 11 Pricing Products: Pricing Considerations and Approaches

Chapter 12 Pricing Products: Pricing Strategies

Chapter 13 Placing Products: Distribution Channels and Logistics Management

Chapter 14 Placing Products: Retailing and Wholesaling

Chapter 15 Promotion Products: Marketing Communication Strategy

Chapter 16 Promoting Products: Advertising, Sales Promotion, and Public Relations

Chapter 17 Promoting Products: Personal Selling and Sales Management

Part V: Managing the Marketing Effort

Chapter 18 Building Customer Relationships through Satisfaction, Value, and Quality

Chapter 19 Creating Competitive Advantage: Competitor Analysis and Competitive Marketing Strategies

Part VI: Extending Marketing

Chapter 20 The Global Marketplace

Chapter 21 Marketing Services, Organizations, Persons, Places, and Ideas

Chapter 22 Marketing and Society: Responsibility and Marketing Ethics

RECOMMENDED STUDY PROCEDURES

Each student should read all of the instructions pertaining to this course before beginning the first lesson assignment. Read the statement “How to Study Your Independent Learning Course” which appears below. This statement should answer any question about the how and why of independent learning.

A syllabus for this course is presented following this introductory section. Note that each chapter is to be completed according to the syllabus. The assignments to be submitted for grading are printed directly in the syllabus. The time requirement for each assignment will vary because of the nature of the text material and the background knowledge of the student.

Use your best English when completing your lesson and examination requirements. Make sure that your answers are neat and legible for those are positive factors in any grading process.

As each lesson is prepared, the student is encouraged to maintain a brief outline of the pertinent topics and use this as a means of review for the examination. Exercises and problems solved in this course should be reviewed for a thorough understanding of the topics covered.

Assignments are listed in the accompanying syllabus and are to be completed and submitted in lesson Sequence. Each assignment will receive a numerical grade, which will count 75% of the total grade for this course. The final examination will contribute the remaining part of the total grade. **The student must receive a passing grade (60%) on the final examination in order to earn credit for this course.** The final grade will conform to the present grading system of the University of South Carolina.

The following grading ranges established by the instructor will be used:

A	90.0 - 100.00	C	70.0 - 76.49
B+	86.5 - 89.99	D+	66.5 - 69.99
B	80.0 - 86.49	D	60.0 - 66.49
C+	76.5 - 79.99	F	59.99 and below

If any answers to the assignments are not correct, the instructor will mark them for your attention. If he has written any comments, be sure to read them. If he has written no comment about an incorrect answer, do not worry. Students should not become anxious over the professors usage of comments and feedback.

It is a good plan to place all returned lesson reports in a filing folder or large envelope to keep them for further reference later in the course, especially when reviewing your course just before taking the proctored examination.

HOW TO GET HELP

Generally speaking, an independent learning student who has studied all the material should not need help. However, there may be occasions when you have read the text assignment and you still do not understand something. If you have exhausted your own resources, do not hesitate to ask someone else to help you.

You may write a letter asking your instructor for help. If you do, you must explain where you are having difficulty. If possible, tell the instructor your reasoning on the problem or subject. He can help you if you have given him some indication of your trouble. If you simply write “I do not understand problem 7, please explain,” you have given the instructor no indication of your difficulty and the only really logical answer he/she can give you is “I suggest you study the explanation given in the book.” Therefore, state the specific point of the problem where lack of understanding exists.

SUGGESTIONS FOR SUCCESSFUL INDEPENDENT LEARNING

1. Study at a regularly scheduled time and place, and budget your time to complete the course before the time limit expires.
2. Read and reread “How to Study Your Independent Learning Course”, and course textbook until you understand them thoroughly. Insist on obtaining the meaning of every sentence you read.
3. Use your best English when writing your lessons and examinations. The achievement of competence in the use of the English language has been specified as one of the objectives of general education at the University. Your grades on lessons and examinations may take into consideration any errors in the use of the English language. If there are words you do not understand or know how to spell, look them up in a dictionary.
4. Study with an open mind, always allowing for possible errors in another or in yourself, or in both. Challenge every statement as to its truth or reasonableness. Then keep in mind the maxim of Roger Bacon: “Read not to contradict and to confute, not to believe and take for granted, but to weigh and consider.”
5. Attempt to relate each phase of every subject studied to your own actual experience or to that of others about which you have knowledge. When making written reports, if you use illustrations, draw them, as far as possible, from your own experience.
6. Review the textbook and returned lesson reports when working on your course, especially before taking your final proctored examination.
7. Make your answer complete but not necessarily voluminous. Before you put them into the mail, go over both questions and answers again and ask yourself, “Have I done what is asked? Have I said all that I should say? Have I done justice to myself in this report?”
8. Motivate yourself to acquire good study habits. Remember your independent learning course benefits you directly; and the more effort you make in this course, the more you will benefit.

USC Office of Distance Education and Instructional Support

PLEASE NOTE:

After successfully completing this course, students should have an overall knowledge base of marketing covered in the textbook. While the assignments have been multiple-choice and unsupervised, the final exam will be an essay type exam and will be proctored. It is the student's responsibility to read the chapters and learn the material in an independent fashion. The final exam will be a compilation and synthesis of all the basic concepts of marketing. You should be able to discuss (in essay form) different aspects of marketing derived from your readings and course assignments. Your critical thinking and writing skills will be tested, but students who have consistently studied should do well on the exam.