



## **BUS-306 Principles of Marketing**

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### **Description:**

In this introductory Marketing course, students learn the experience and process of actually doing marketing, not just the vocabulary associated with it. BUS306 is broken into five dominant themes of marketing: service dominant logic, sustainability, ethics and social responsibility, global coverage, and metrics. There is also updated coverage of developments in the influence of social media to empower consumers and marketing's use of social media. This includes sentiment analysis, mobile marketing, and customer service and complaint tracking as a communications and promotions channel.

**Textbook:** Marketing, 20<sup>th</sup> Ed. – Pride, Ferrell – ISBN: 9781337910590

### **Course objectives:**

Throughout the course, you will meet the following goals:

- Define marketing and outline its components.
- Describe the different types of product strategies and market entry strategies that companies pursue.
- Understand the branding decisions firms make when they're developing new products.
- Explain the laws that regulate online and other types of marketing.

### **Contents:**

Ch 1: An Overview of Strategic Marketing	Ch 11: Product Concepts, Brand/Package
Ch 2: Planning/Implementing Marketing Strategies	Ch 12: Developing and Managing Products
Ch 3: The Marketing Environment	Ch 13: Services Marketing
Ch 4: Social Responsibility and Ethics in Marketing	Ch 14: Supply-Chain Management
Ch 5: Marketing Research and Information Systems	Ch 15: Retailing and Wholesaling
Ch 6: Target Markets Segmentation and Evaluation	Ch 16: Integrated Market Communications
Ch 7: Consumer Buying Behavior	Ch 17: Advertising and Public Relations
Ch 8: Business Markets and Buying Behavior	Ch 18: Personal Selling and Sales Promotion
Ch 9: Reaching Global Markets	Ch 19: Pricing Concepts
Ch 10: Digital Marketing and Social Networking	Ch 20: Setting Prices

### **Grading Scale**

**A = 90-100%**  
**B = 80-89.9%**  
**C = 70-79.9%**  
**F = Below 70%**

### **Grade Weighting**

**Chapter Quizzes... 70%**  
**Final Exam ... 30%**  
**100%**