



MAR-103 Contemporary Marketing

Description:

MAR-103 is a concentrated study of how today’s successful businesses market and sell their products and services. Due to the constantly evolving landscape of social media and digital advertising, this course focuses on the most recent industry developments and prepares students to be able to successfully apply this knowledge to real-world situations. MAR-103 is packed with case studies and concludes with students designing their own marketing plan for a real product.

Textbook: Contemporary Marketing 18th Ed. – Boone, Kurtz – ISBN: 9781337386814

Course objectives:

Throughout the course, you will meet the following goals:

- Contrast the focus of marketing activities during the five eras of marketing history.
- Summarize how marketing creates value through the four types of utility.
- Differentiate the six categories of marketing.
- Contrast how marketing plans differ at various levels in an organization.
- Summarize the five opportunities offered by digital marketing.
- Explain three ways consumers rely on social media to make buying decisions.
- Summarize the five major factors that influence the global marketing environment.
- Critique a promotional mix based on the five factors that influence its effectiveness.

Contents:

Ch 1: Marketing: Satisfying Customers	Ch 10: Marketing Research
Ch 2: Strategic Planning in Marketing	Ch 11: Product and Branding Concepts
Ch 3: Marketing Ethics and Social Responsibility	Ch 12: Developing and Managing Products
Ch 4: E-Business: The Customer Experience	Ch 13: Pricing Concepts
Ch 5: Social Media: Living in the Connected World	Ch 14: Pricing Strategies
Ch 6: Consumer Behavior	Ch 15: Distribution Channels/Supply Chain
Ch 7: Business Markets and Buying Behavior	Ch 16: Retailing and Direct Marketing
Ch 8: Global Marketing	Ch 17: Advertising and Public Relations
Ch 9: Segmentation, Targeting, and Positioning	Ch 18: Personal Selling and Sales Promotion

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%