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BADM 360.02: Principles of Marketing

Robert Van Driest

University of Montana - Missoula

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Syllabus for BADM 360, Principles of Marketing, Spring Semester 2004

Course Information

Section 1: MWF 8:10 AM – 9:00 AM, Room GBB 201
Section 2: MWF 9:10 AM – 10:00 AM, Room GBB 201
Section 3: MWF 11:10 AM – 12:00 PM, Room GBB 201

Instructor Information

Instructor: Rob Van Driest
Office: GBB 341
Phone: 243-5137
Email: rob.vandriest@business.umt.edu
Office Hours: 10:00 AM – 11:00 AM MWF or by appointment

Required Text

Marketing: Real People, Real Choices (2003), Michael R. Solomon and Elnora W. Stuart, Prentice Hall, 3rd Ed.

Course Overview/Objectives

To familiarize you with a fundamental working knowledge of marketing in today's environments, applying marketing tools and to develop and enhance your ability to evaluate marketing problems from multiple perspectives. You already have some level of comprehension of what marketing is about from being a consumer of products and services and it is an objective of this course to augment that basic knowledge with an understanding of what goes on "behind the scenes" with marketing planning and decision-making. Concepts from the text will be augmented with examples of "real-world" business situations.

Course Requirements

| | |
|--------------------------|----------|
| Exams 1-2 | 200 pts. |
| Final Exam | 200 pts |
| Attendance/Participation | 100 pts |
| Total Possible Points | 500 pts. |

Grades will be assigned on a 90%, 80%, 70%, 60%, below 60% total point basis.

Exams/Assessments

There will be two exams during the course of the semester plus a final exam. Exams 1 and 2 are not cumulative and will be comprised of short-answer, multiple choice and/or true/false questions. The final exam will cover the last section of the class and have a cumulative component.

Reviews will be held prior to exams to assist your preparation. You are strongly encouraged to attend these review sessions.

The attendance/participation component of your grade will be based upon a combination of class attendance, quizzes, in-class assignments and your contributions to class discussions.

Other

You are encouraged to discuss your work and progress with me at any time to resolve any issues, to further clarify material, or to provide you with concrete suggestions on how to improve your performance. In return, I expect you to come prepared to class every day. I will inform you at the end of class what, specifically, to read for the next class. Attendance and participation are essential for earning an A in this course.

No cell phones or pagers are to be "on" during class – sort of like the airlines.

I maintain an "open door policy" that means I will be available during office hours and much as I can outside of class/office hour schedule. I encourage you to seek me out if you have any questions, at all, regarding the class.

Syllabus for BADM 360, Principles of Marketing, Spring Semester 2004

| <u>Dates</u> | <u>Topics</u> | <u>Chapters</u> |
|----------------|---|-------------------------|
| Week 1 | Introduction to Marketing | 1 |
| Week 2 | Marketing Decision Making | 2 thru 3 |
| Week 3 | Markets and Customers | 4 thru 5 |
| Week 4 | Markets and Customers | 6 |
| Week 5 | Clean-up & Review for Exam 1 | 1 thru 6 |
| 3/1/04 | Exam 1 | 1 thru 6 |
| Week 6 | Value Creation | 7 thru 8 |
| Week 7 | Value Creation | 9 thru 10 |
| Week 8 | Value Creation | 11 thru 12 |
| Week 9 | Clean-up and Review for Exam 2 | 13 |
| 3/26/04 | Exam 2 | 7 thru 13 |
| Week 10 | Spring Break | Yippee! |
| Week 11 | Communicating Value | 14 thru 15 |
| Week 12 | Delivering Value | 16 thru 17 |
| Week 13 | Delivering Value | 18 |
| Week 14 | TBD | Special Topics |
| Week 15 | Clean-up and Final Review | |
| Week 16 | Final Exam Week | |
| 5/10/04 | Final Exam for Sec. 1, 10:10-12:10 | 13-18/Cumulative |
| 5/12/04 | Final Exam for Sec. 2, 10:10-12:10 | 14-18/Cumulative |
| 5/13/04 | Final Exam for Sec. 3, 10:10-12:10 | 14-18/Cumulative |

This schedule is subject to change, notice will be provided beforehand.