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BUS 125T.01: Principles of Marketing

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The University of Montana

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**The University of Montana – Missoula
College of Technology**

Course Syllabus

Course Number and Title: BUS 125T Principles of Marketing

Semester Credits: 3

Prerequisites: None

**Faculty: Jodie Rasmussen, Adjunct Faculty, Business Technology
Department**

Office: Appointment or phone/e-mail

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TEXT: Principles of Marketing by Kotler & Armstrong, 11th edition ISBN 0-13-146918-5

Course Description: An overview of marketing activities including the consumer buying decision process, distribution channels, the planning process, and new marketing trends. Students learn how to introduce new products into the marketplace, target markets, and promote products through advertising and package design.

Course Objectives: To expose students to the many aspects of the marketing process. Students will apply the techniques used in product development, marketing, pricing, manufacturing, classifying and distributing exercises.

Grading Scale:

90-100%	A
80-89%	B
70-79%	C
69-64%	D
<63%	F

Class Structure

This online class is set up in units, during a regular semester (15 weeks) we will do one unit per week, during short 5 week summer semester we will do an average of 3 units per week. The class is set up so every unit is usually based on a chapter and contains the following:

- 1 2 projects worth 50 points each and a final project worth 100 points
2. A weekly discussion board topic worth 10 points
- 3 A weekly quiz worth 10 points

Online quizzes

Chapter quizzes - 10 questions each, 1 point per question

Students are given up to 20 minutes from the time the quiz is downloaded to complete the quiz. Quizzes are open book and multiple choice or T/F questions that are randomly generated from a test bank so individual students quizzes will be different. Students may elect to retake quizzes as often as they wish during the timeframe that they are available, as questions will be different for each time they retake the quiz. Your lowest quiz score will be dropped from your overall grade calculations

Discussion Board

Participation in online discussion board topics - 10 points each. Students are expected to post their response and respond to other postings on a continual basis. The full 10 points per topic will not be given unless the student posts their response and makes a meaningful contribution to classmates discussions earlier in the week. Late postings will not be accepted. Your lowest discussion board score will be dropped from your overall grade calculations

Final Project**100 Points**

The completed project will be summarized in a paper 4-6 pages single spaced. Details and written guidance for the paper will be distributed mid semester.

Participation

Students contribute to the learning environment and become active learners by participating on a regular basis to the online discussion boards, asking questions and communicating with classmates. Each student has distinctive and valuable life experiences to share. Students will be expected to respect such contributions.

Academic Integrity

Students are required to adhere to standards of academic integrity. Students should review The University of Montana Student Conduct Code regarding their rights and responsibilities. The Conduct Code is located at <http://www.umt.edu/studentaffairs/>.

READ THIS SYLLABUS CAREFULLY. It is designed to help students understand the goals, expectations, and evaluation methods employed in this course and to avoid misunderstandings which could adversely affect grades. If students have questions regarding stated policies, please e-mail me ASAP.

COURSE OUTLINE:

Unit 1	Chapter 1	Marketing: Managing profitable customer relationships
Unit 2	Chapter 2	Company and Marketing strategy
Unit 3	Chapter 3	The Marketing Environment
Unit 4	Chapter 4	Managing Marketing Information
Unit 5	Chapter 5	Consumer Markets and Buyer behavior
Unit 6	Chapter 6	Business Markets
Unit 7	Chapter 7	Segmentation, targeting and Positioning
Unit 8	Chapter 8	Products, Services and Branding
Unit 9	Chapter 9	New-Product Development
Unit 10	Chapter 10 & 11	Pricing Considerations & Strategies
Unit 11	Chapter 12	Distribution Channels & Supply Chains
Unit 12	Chapter 13	Retailing and Wholesaling
Unit 13	Chapter 17	Creating Competitive Advantage