

9-2002

## BADM 360.04: Principles of Marketing

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**Fall 2002**



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**Instructor: Professor J. Mohr**

**Office Hours:** Monday 11:00-12:30; Wednesday 2:10-3:30, or by appointment.

**Class Meeting Time:** Tuesday & Thursday, Sec. 3: 9:40-11:00; Sec. 4: 11:10-12:30

**Meeting Place:** GBB 122

**Course Description:** This course will provide an introduction to and application of marketing tools, including:

- \* The need to build and maintain long-term relationships with customers over time (relationship marketing)
- \* Strategic marketing planning and SWOT (strengths, weaknesses, opportunities, and threats) analysis
- \* The role of corporate social responsibility in building marketing relationships
- \* Collecting and understanding information (marketing research) about markets, consumers, and business customers
- \* Segmentation analysis, target market selection, and positioning
- \* The "4 P's" of marketing: product, price, "place," and promotion
- \* Considerations of ethical implications of marketing practices.

For many of these topic areas, there will be an accompanying reading from the popular press about current marketing applications.

The assigned textbook (Marketing: Real People, Real Choices, by Solomon

and Stuart, 1999, 2nd edition, Prentice Hall), has a useful companion [website](#). On this site, students will find both current news articles related to class material (on a chapter-by-chapter basis), Internet exercises and resources, a research area (useful for any term project), a chat area, as well as writing skills and tutoring assistance. Please give me any [feedback](#) on this site as you use it (which I will pass along to the publisher).

### Course Goals:

The overall objectives of the course are to:

- o Familiarize students with a basic working knowledge of marketing in today's organizations;
- o Provide hands-on practice on marketing problem solving, applying standard marketing tools;
- o Develop and enhance students' ability to critically evaluate marketing problems from a variety of perspectives, including managerial/ strategic, as well as ethical/social.

### Grading

4 Exams	400	89%
Participation	50	11%
<b>TOTAL</b>	450	100%

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