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BADM 360.02: Principles of Marketing

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Syllabus for BADM 360, Principles of Marketing, Fall Semester 2003

Course Information

Section 1: MWF 8:10-9:00 AM, Room GBB L 09
Section 2: MWF 9:10-10:00 AM, Room GBB L 09

Instructor Information

Instructor: Rob Van Driest
Office: GBB 341
Phone: 243-5137
Email: rob.vandriest@business.umt.edu
Office Hours: 2:00-3:00 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, provide hands-on practice on marketing problem solving, 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	30%
Final Exam	40%(15% Ch 14-18, 25% cumulative)
Attendance/Participation	30%

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 as noted above.

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.

Expectations

You are encouraged to discuss your work and progress with me at any time to resolve specific problem areas, 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. Read the chapter being discussed prior to attending class and look over the review questions. 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 will make every effort to make the classroom a fun and interactive learning environment for the full fifty minutes. 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.

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<u>Dates</u>	<u>Topics</u>	<u>Chapters</u>
9/3-9/5	Introduction to Marketing	1 and 2
9/8-9/12	Marketing Decision Making	3 thru 4
9/15-9/22	Markets and Customers	5 thru 8
9/24	Markets and Customers	
9/26	Review for Exam 1	1 thru 8
9/29	Exam 1	1 thru 8
10/1-10/31	Value Creation	9 thru 13
11/3	Review for Exam 2	9 thru 13
11/5	Exam 2	9 thru 13
11/7-11/21	Communicating Value	14 thru 16
11/24	Take-home Assignment	
11/26-11/28	Thanksgiving Break – No Class	
12/1-12/10	Delivering Value	17 thru 18
12/12	Review for Final	14-18/Cumulative
12/16	Final Exam for Sec. 1, 8-10 AM	14-18/Cumulative
12/17	Final Exam for Sec. 2, 8-10 AM	14-18/Cumulative