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BADM 360.03: Principles of Marketing

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Title: Marketing Principles
Course: BADM 360
Section: 03
Days/Time: MWF 10:10 – 11:00am
Location: GBB 123

Instructor: Sherry Liikala
Office: 337
Phone: 243-6197
Email: sherry.liikala@business.umt.edu
Office Hours: TR 9:30 - 11:00am

Required Text: Marketing: Real People, Real Choices, Solomon and Stuart, 2003, Prentice Hall.

Course Overview:

This course is designed to teach you the basic principles of the theory and practice of marketing. Most people have some sense of the nature of marketing simply having watched commercials or shopped. This course will formalize much of that knowledge by teaching you the terms used to describe the practices you have seen. It will also add depth to that knowledge by describing strategies you may not have observed, the management decisions behind those strategies and some ethical issues relating to such decisions and practices. Concepts from the text and other course material will be augmented with information about real-world businesses and business situations.

Class Behavior, Attendance and Participation:

The classroom is a place for learning the material being taught. Anyone whose behavior distracts me from teaching or students from learning will be asked to leave. This class is designed to be highly interactive such that we can learn from each other. As such, I require students to attend class sessions prepared to listen and contribute. There will be material presented in class that you are responsible for, namely, there will be questions from on tests from videos, other reading, discussions, and parts of the lecture that do not come from the text. Two absences will be allowed. Participation and preparation is worth 30% of the total course grade and will be computed based on a combination of class attendance and your contributions to classroom discussions.

Reading Assignments and Course Schedule:

Lectures will cover the chapters within each section of the five sections from your text. You need to set a pace of reading one chapter for each class of lecture and be prepared to review and ask questions during review sessions prior to each exam. Do not attempt to apply the Scalar Principle by cram reading before the exam and/or the exam review session.

Exams:

There will be two exams during the course of the semester plus a comprehensive final exam. The final will be a comprehensive exam and will count for 40% of your grade. The other two exams count for 30% of your grade. Since I am interested in testing your understanding of the concepts as opposed to your ability to memorize, the exams will be comprised of primarily short essay questions. There will be a limited number of multiple choice questions and true/false statements.

Reviews:

There will extremely helpful reviews during class prior to an exam. My philosophy is that if is important enough to test, I truly want you to learn it, so you are encouraged to attend the reviews.

Grading:

Exams 1-2:	30%
Final Exam:	40%
Attendance/Participation:	30%

Class Schedule:

<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 through 4
9/15 - 9/22	Markets and Customers	5 through 8
9/24	No Class	
9/26	Review for Exam 1	
9/29	Exam 1	Chapters 1 - 8
10/1 – 10/31	Value Creation	Chapters 9 - 13
11/3	Review for Exam 2	Chapters 9 - 13
11/5	Exam 2	
11/7 – 11/24	Communicating Value	Chapters 14 - 16
11/26 – 11/28	No Class (Thanksgiving)	
12/1 – 12/10	Delivering Value	Chapters 17 - 18
12/12	Review for Final Exam	
12/15	Final Exam	Covering Chapters 1 - 18