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### BADM 360.03: Principles of Marketing

Brumby McLeod

*University of Montana - Missoula*

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## Course Information

Section 03: Tuesday and Thursday, 8:10-9:30 AM, Room GBB 123  
Section 04: Tuesday and Thursday, 9:40-11:00 AM, Room GBB 123

## Instructor Information

Instructor: Brumby McLeod, MBA  
Office: GBB 337  
Phone: 406.243.6197  
Fax: 406.243.2043  
Email: [brumby.mcleod@business.umt.edu](mailto:brumby.mcleod@business.umt.edu)  
Website: [www.business.umt.edu/faculty/mcleod](http://www.business.umt.edu/faculty/mcleod)  
Office Hours: Tuesday and Thursday, 3:00-5:00 PM

## Required Text

*Marketing: Real People, Real Choices* (2003), Michael A. Solomon and Elnora W. Stuart, Prentice Hall, 3<sup>rd</sup> edition.

## Course Overview

1. Making Marketing Value Decisions (Chapter 1-4)
2. Identifying Markets and Understanding Customers' Needs for Value (Chapters 5-8)
3. Creating the Value Offer (Chapters 9-13)
4. Communicating the Value Offer (Chapters 14-16)
5. Delivering the Value Offer (Chapters 17-18)

## Objectives

The overall objectives of the course are to familiarize students with a basic working knowledge of marketing in today's organizations, provide hands-on practice on marketing problem solving, applying standard marketing tools, and to develop and enhance the students' ability to critically evaluate marketing problems from a variety of perspectives, including managerial/strategic, as well as ethical/social.

## Course Requirements

|               |     |
|---------------|-----|
| Assessments   | 70% |
| Mid-term Exam | 15% |
| Final Exam    | 15% |

## Assessments

There will be ten assessments offered throughout the course during class time. These assessments vary from pop-quizzes to class exercises to homework. The assessments serve as a student's class participation and class preparation grade. In addition, these assessments are used to comprise a major portion of the mid-term and final exams. The two lowest assessment grades will be dropped; this will account for absentees, lack of preparation, illness, etc. There are no make-ups or retakes given for missed or failed assessments. Extra credit is not offered in this course; please take all the assessments if possible.

## Final Exam

The mid-term and final exams are cumulative. The information on the exam will come directly from the assessments and class exercises.

## 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 more concrete suggestions on how to improve your performance. In return, I expect you to come prepared for class every single time. Please read the chapter being discussed prior to attending class and look over the chapter review questions. Make sure you bring your book to every single class session. The assessments that comprise 70% of your grade are used to assure that you are prepared for class. I make an effort to make the classroom a fun interactive learning environment for the full hour and twenty minutes. This is done to reduce your homework load outside of class. Attendance and participation are a must for earning an A in this course.

## Class Schedule

| <u>Date</u> | <u>Day</u> | <u>Lecture Topics</u>                                   | <u>Reading</u>  |
|-------------|------------|---|-----------------|
| 01/28/03    | T          | Introduction  | Read Chapter 01 |
| 01/30/03    | Th         | Welcome to the World of Marketing                       | Read Chapter 02 |
| 02/04/03    | T          | Strategic Planning                                      |                 |
| 02/06/03    | Th         | Strategic Planning                                      | Read Chapter 03 |
| 02/11/03    | T          | Ethics and the Marketing Environment                    | Read Chapter 04 |
| 02/13/03    | Th         | Marketing in a Multinational Environment                | Read Chapter 05 |
| 02/18/03    | T          | Marketing Information and Research                      |                 |
| 02/20/03    | Th         | Marketing Information and Research                      | Read Chapter 06 |
| 02/25/03    | T          | Why People Buy: Consumer Behavior                       | Read Chapter 07 |
| 02/27/03    | Th         | Why Organizations Buy:                                  | Read Chapter 08 |
| 03/04/03    | T          | Target Marketing Strategies and CRM                     |                 |
| 03/06/03    | Th         | Target Marketing Strategies and CRM                     |                 |
| 03/11/03    | T          | <b>Mid-Term Exam</b>                                    | Read Chapter 09 |
| 03/13/03    | Th         | Creating the Product                                    |                 |
| 03/18/03    | T          | Creating the Product                                    | Read Chapter 10 |
| 03/20/03    | Th         | Managing the Product                                    | Read Chapter 11 |
| 03/25/03    | T          | SPRING BREAK 2003                                       |                 |
| 03/27/03    | Th         | SPRING BREAK 2003                                       |                 |
| 04/01/03    | T          | Intangibles and Services                                | Read Chapter 12 |
| 04/03/03    | Th         | Pricing the Product                                     | Read Chapter 13 |
| 04/08/03    | T          | Pricing Methods   |                 |
| 04/10/03    | Th         | Pricing Methods   | Read Chapter 14 |
| 04/15/03    | T          | Promotional Strategy                                    | Read Chapter 15 |
| 04/17/03    | Th         | Advertising, Direct Marketing, and M-Commerce           | Read Chapter 16 |
| 04/22/03    | T          | Public Relations, Sales Promotion, and Personal Selling |                 |
| 04/24/03    | Th         | Public Relations, Sales Promotion, and Personal Selling | Read Chapter 17 |
| 04/29/03    | T          | Channels of Distribution, Logistics, and Wholesaling    | Read Chapter 18 |
| 05/01/03    | Th         | Offline Retailing and E-Commerce                        |                 |
| 05/06/03    | T          | Offline Retailing and E-Commerce                        |                 |
| 05/08/03    | Th         | Review for Final  |                 |
| 05/14/03    | W          | <b>Final Exam 8:00 – 10:00 AM</b>                       |                 |
| 05/16/03    | F          | <b>Final Exam 8:00 – 10:00 AM</b>                       |                 |