



Eastern Connecticut State University
School of Education & Professional Studies
Department of Business Administration

Principles of Marketing - BUS 225

3.0 Credits

Online Course

***Note:** Taking online courses requires continuous reliable technology access (computer and network connection) and good time management. Please consider this when you sign up for this course!*

Catalog Description

This course is an introduction to the field of Marketing. It is designed to expose students to the elements of the marketing mix and processes involved in market planning and control. Concepts associated with buyer behavior and product planning are discussed.

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Text Material:

Option 1. - Kerin, Roger A., Steven W. Hartley, and William Rudelius: Marketing: The Core 3e packaged with McGraw-Hill Online access code, ISBN: **978-007-808482-9** – hard copy textbook and online access code packaged together through ECSU bookstore

Option 2. – Purchase Online access code at the following link:

<http://www.mhprofessional.com/> , type **978-007-333996-2** in the search box, AND purchase the electronic version of the textbook at this link **<http://www.mhhe.com/ebooks>** Type ISBN: **9780073361956**

This course uses Blackboard Vista materials harmonized with your assigned textbook.

Recommended readings: Business Week, Forbes, Harvard Business Review

Course Objectives:

- To develop an understanding of the role of each component of the marketing mix in achieving an organization's goals as it conducts business in a constantly changing, globally competitive environment
- To provide cutting-edge marketing knowledge at the introductory level with real-world examples
- To have students become fully conversant with marketing related business terminology
- To develop high student engagement through a wide variety of activities

Method of Instruction

Course objectives will be met through online class discussions, various review activities, quizzes, assignments, independent discovery, and teamwork.

Evaluation:

Quizzes	10%
Assignments	15%
Midterm Exam	20%
Marketing Plan Project	20%
Final Exam	25%
<u>Class Participation</u>	<u>10%</u>
Total	100%

At the end of the course, each student is assigned a final grade as follows: 85-100=A; 80-84=A-; 77-79=B+; 73-76=B; 70-72=B-; 67-69=C+; 63-66=C; 60-62=C-; 57-59=D+; 53-56=D; 50-52=D-; 0-49=F.

Quizzes and **Exams** will consist of multiple choice questions and will be available online for a certain time period. Dates of quizzes and exams can be found on the **Course Schedule**. In preparing for quizzes and exams you should complete all the exercises in the **Review Activities** folder on each topic.

Assignments are designed to consider the application of learned concepts and link theories to everyday practices. Assignment due dates can be found on the **Course Schedule**.

Students will work in groups of 5 to prepare a **Marketing Plan** in their field of interest. A detailed guideline and an example are provided in Appendix A of the textbook. Each group has to **submit** their final **written project by the assigned date at the end of the course. The due date** is indicated on the **Course Schedule. Late assignments will be penalized by 10% of the mark for every day overdue, including weekends!** All team members are expected to contribute equally to the group project and team members will evaluate their own and their peers' performance via the Peer Evaluation Form. Peer Evaluation Form and instructions can be found in the Marketing Plan folder.

Class participation marks will be earned through online discussions relating to each topic. **Topics discussed** in this course are: Value of Marketing; Marketing Strategies and Plans; The Marketing Environment; Ethics and Social Responsibility; Consumer Behavior and Organizational Buying; Reaching Global Markets; Improving your Marketing Strategy with Market Research; Segmenting, Targeting, and Positioning; Developing New Products; Managing Products, Brands, and Services; Pricing; Distribution and Retailing; Introduction to Promotion; and Promotional Elements.

Special Note

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Office of AccessAbility Services at 465-0189. To avoid any delay in the receipt of accommodations, you should contact the Office of AccessAbility Services as soon as possible. Please understand that we cannot provide accommodations based upon disability until we have received an accommodation letter from the Office of Disability Services.