

GONZAGA-IN-FLORENCE SYLLABUS

Course: MKTG 310 Principles of Marketing
Credits: 3 Credits
Instructor: Dr. Carl S. Bozman



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TEXT: Perreault, W.D. and E.J. McCarthy (2005),
Basic Marketing A Global Managerial Approach,
15th Edition, New York, NY:Irwin McGraw-Hill.

COURSE DESCRIPTION

This course explores the "process of exchange". Class lectures and assignments will be used to acquaint students with important marketing concepts that are useful in satisfying consumer wants and needs. Several marketing techniques will also be introduced that will enhance student analytical and decision making skills.

COURSE OBJECTIVES

- To familiarize students with key marketing concepts.
- To relate key marketing concepts to practical implementation programs.
- To identify alternative methods of producing customer value.
- To expand understanding of the relationship between the functional areas of marketing.
- To account for plausible contingencies when making marketing decisions.
- To enhance student problem identification and decision making abilities,
- To communicate marketing ideas effectively in written form.

PARTICIPATION POLICY

Every student is expected to participate regularly in class. Proper preparation would include completing assignments before proceeding to the next topic and communicating any questions that you may have. Weekly postings of your assignments and individual comments to the group discussion board must be completed by Sunday evening. ***Please note that this course is not self-paced and late exams, group assignments and individual comments will not be accepted.***

GRADING

Final evaluations will be based on the University's standard grading scale. All graded assignments and their respective weights are provided below.

Points

1. Marketing Plan Assignments (10)	40
2. Individual Participation	20
3. Weekly Exams (6)	60

Marketing Plan Assignments - A series of ten graded assignments will be used to model the market planning process. Each student group will be responsible for the completion of these ten assignments. Every student group will, in consultation with the instructor, select a totally new to the world venture that will compete in an international market.

Individual Participation – Every student must make at least two substantive comments to the group discussion board each week. These comments can contribute to the group discussion by providing examples, presenting new information, or adding references in support of or rebuttal to other comments. All supporting material and computations should be included with complete citations. Depth and sophistication of analysis are expected.

Rules for Online Conduct

- Take everyone's time into consideration by making your comments concise.
- Make your postings meaningful (don't just make a global statement of opinion but substantiate your position with analysis and/or citations).
- Forgive other peoples mistakes (you need not point out every typo or grammatical error contained in someone's posting).

Weekly Exams - The six exams are composed of equally weighted multiple choice and essay questions. Students are responsible for their own work. All information provided within the class readings, lectures and course text is considered testable material. Individual make-up exams will not be offered except in the most extraordinary circumstances.

SCHEDULE - TBA