PRINCIPLES OF MARKETING

Spring 2017 SYLLABUS

Instructor: Dr. Carl S. Bozman
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Office Hours: By appointment.


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. Bi-monthly quizzes on readings and lectures must be completed no later than midnight on the due date. Weekly submission of your written assignments must also be completed by midnight on the due date. Please note that late quizzes and assignments 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.

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<th>Points</th>
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<tr>
<td>1. Marketing Plan Assignments (10)</td>
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<td>2. Weekly Quizzes (6)</td>
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*Marketing Plan Assignments* - A series of ten graded assignments will be used to mimic the market planning process. Each student will be responsible for the completion of these ten assignments. Every student will, in consultation with the instructor, model a totally new to the world international venture that will compete in an existing industry.

*Quizzes* - The six quizzes are composed of multiple choice and essay questions and will be administered via Blackboard on the internet. Students are responsible for their own work. All information provided within any on-line readings, class lectures, field trips, and the course text is considered testable material. Students must complete each quiz prior to the specified deadline. Individual make-up quizzes will not be offered.