

## **MKT 210 Principles of Marketing**

### Wintermester 2019

#### **Number of Credits**

3

#### **Instructor**

Igor Makienko

Dr. Igor Makienko is an associate professor of marketing in the College of Business where he teaches a variety of marketing classes at both undergraduate and graduate levels. He received his PhD in Business Administration from the Louisiana State University. Dr. Makienko has extensive industry experience in advertising and marketing. His research focuses on behavioral pricing, advertising and marketing education.

#### **Catalog Description**

Objectives and policies of marketing managers as influenced by marketing institutions, the functions performed and consumer wants and needs in a diverse culture.

#### **Required Textbooks/Materials**

The following text is required material in this course:

Lamb, Hair and McDaniel, *MKTG*, 9th edition (access card is not required), South-Western Cengage Learning, 2015-16. ISBN: 9781285860145.

#### **Student Learning Outcomes**

Upon completion of this course, students will be able to

- describe the fundamental marketing strategy concepts of segmenting, targeting, positioning and differentiation;
- describe the core components of the marketing mix—price, product, place and promotion—and common approaches to setting each as part of marketing management;
- recognize basic marketing research tools and basic factors that affect consumer buying behavior and how they affect marketing; and
- understand the role of marketing in today's society and its relationship with economics, management, accounting etc.

## First Week of Materials/Assignments

The following schedule is subject to change:

- January 2:* Overview of the Course/Today's Marketing/Fundamental Marketing Strategies  
Read: chapters 1 and 2/Entrance quiz
- January 3:* Strategic Planning/Ethics and Social Responsibility  
Read: chapters 2 and 3
- January 7:* Marketing Environment/ Consumer Decision Making  
Read: chapters 4 and 6
- January 8:* Consumer Decision Making cont-d./Business Marketing  
*Exam One (Chapters 1-4, 6-7)*

## Course Details

The purpose of this course is to provide an understanding and working knowledge of the basic concepts and terminology of marketing via real world examples, simulation game and to show the role of marketing in today's society. The course is designed to give you the big picture of the field. This is the first introductory course upon which more advanced marketing courses will be based.

## Grade Breakdown

The point distribution for the course is:

<b>Assignment</b>	<b>Points</b>
Syllabus Quiz	5
Marketing Briefs (two worth 15 points each)	30
Home and In Class Assignments	70
Exams (three worth 65 points each)	195
<i>Total</i>	<i>300</i>

The percentage distribution for the course is:

[change as needed]

<b>Letter</b>	<b>Percentage</b>
A	94–100
A-	90–93
B+	87–89
B	84–86
B-	80–83

<b>Letter</b>	<b>Percentage</b>
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
F	below 60