Professor E. Raskin

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Marketing 21

Course Outline

Principles of Marketing

In this course, students will learn the fundamentals of marketing from the perspective of consumer products, fashion accessories, autos, electronics, and a variety of other areas. This includes, but is not limited to, celebrities, political candidates, organizations, social causes (such as Environmental Protection and Gay Rights), and events (such as concerts, rallies, and sporting events).

I. Textbook: MKTG 4 by Lamb/ Hair/ McDaniel
II. Course Objectives: Upon completion of this course, students will demonstrate:
   a) Knowledge of basic marketing concepts and strategies.
   b) Current correct usage of terminology.
   c) Skill necessary to prepare a comprehensive marketing plan
III. Course includes lecture, discussion, film, project presentation and at least two off-campus evening field trips.
IV. Grading: Midterm Final and Semester Project, each counting one third of the class grade.
V. Schedule

Week # 1. An overview of Marketing

Week # 2. Strategic Planning for Competitive advantage

Week # 3. Ethics and Social Responsibility

Week # 4. The Marketing Environment

Week # 5. Developing a Global Vision

Week # 6. Consumer Decision Making

Week # 7. Business marketing

Week # 8. Segmenting and Targeting Markets

Week # 9. Decision Support Systems and Marketing Research

Week # 10. Product Concepts

Week # 11. Developing and Managing Products

Week # 12. Services and Nonprofit Organization Marketing

Week # 13. Marketing Channels

Week # 14. Supply Chain Management

Week # 15. Retailing

Week # 16. Integrated Marketing Communications

Week # 17. Advertising and Public Relations

Week # 18. Sales Promotion and Personal Selling

Folder for marketing Plan

I. Project Summary

II. Introduction
   A) Overview of Market
   B) Goals of Business

III. Body
   A) Retail products or Services description
   B) Retail Marketing niche; specifics
   C) Retail strengths weakness of competition
   D) Location issues, physical, online, social media
   E) Marketing mix 4p's
   F) Costumer Relations
   G) Feedback and sales improvement

IV. Conclusion and analysis

V. Supporting documents