

Principles of Marketing 340
Spring, 2008
MWF 9 AM—9:50 AM
Leutze 143

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Office hours: CH 200-H by appointment and Monday 11AM- 1 PM

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Syllabus

Text: Foundation of Marketing. Pride and Ferrell, second edition.

Catalog course description: MKT. 340 Prerequisite: Junior standing. Introduction to the concepts, activities and decisions that relate to the marketing function in domestic and international business. Focus on development and implementation of marketing strategies through the use of marketing mixed variables of product, price, distribution and promotion.

Learning objectives: Through this class, students are prepared to successfully implement marketing concepts. To learn concepts and practices that will make them a value to a company. This learning requires active participation, teamwork, leadership, study and exercises.

Climate: I expect active participation, attendance, courtesy and attention to others. The Cameron School of Business is to prepare you with the skills necessary to have a successful career. I recommend Stephen Covey's "Seven Habits of Highly Effective People." This book provides a foundation from which successful careers begin, including good work habits, analytical skills and reliability.

Attendance: In a career, dependability and reliability are vital characteristics. For this reason, attendance is required. Additionally, attendance helps you to learn from others (Synergy) and to formulate and present your ideas (Communication). More than three unexcused absences will impact on your grade. Ten points will be deducted from your overall gross point total for each unexcused absence over 3 (see Grading).

Assignments: 1. There will be marketing teams, and each team will present their findings on one group case during the semester. We, the class, will function as

CLASS SCHEDULE

This schedule is a general guideline. Assignments for the following week will be announced on Fridays. There will be one or two guest speakers whose times are not yet set. We will not cover chapters 14 and 15.

Date	Assignment.	Note.
Jan. 9 th and 11 th	Syllabus review & Covey	Seven Habits
Jan. 14 th , 16 th , 18 th	Chapter 1, 2 & 3	Effective Teams
Jan. 21 st	No class	
Jan. 23 rd & Jan. 25 th	Chapter 4 & 5	Paper expectations
Jan. 28 th , 30 th & Feb. 1 st	Chapter 4, 5, & 6	
Feb. 1 st -Friday	Global paper due	Minus 10 points if late
Feb. 4 th , 6 th , 8 th	Chapter 6 & 7	
Feb. 11 th , 13 th & 15 th	Chapter 8 & 9	
Friday Feb. 15 th	Begin one minutes	
Feb. 18 th , 20 th , & 22 nd	Feb. 22 nd -paper on Consumer Buying. Chapters 12 & 13	Minus 10 points if late
Feb. 25 th -29 th	Chapters 12 & 13	
Feb. 27 th -Wednesday	Business Week	No class
March 3 rd , 5 th , 7 th	Chapter 10	March 5 th - no class- team practice day
March 7 th	Pricing Paper due	Minus 10 points if late
March 10 th , 12 th , 14 th	No class	Spring break
March 17 th	Chapter 11	
March 19	Chapter 11-Presentations begin	Teams 1 & 2
March 21 st -Friday	No class	
March 24 th	Chapter 16	Teams 3 & 4
March 26 th	Chapter 16	Teams 5 & 6
March 28 th		Teams 7 & 8-
April 2 nd	Chapter 16	Teams 9 & 10
April 7 th , 9 th , 11 th	Chapter 17	
April 11 th	Selling paper due	Minus 10 points if late
April 14 th , 16 th , 18 th	Chapter 17	
April 21 st , 23 rd , 25 th	Chapter 18	Friday 25 th Marketing Plan due
April 28 th	Summary	Last class
May 5 th	Final 8 -11 AM	Personal Commercial

