

# MKT 300 *Marketing*

Section 003 (T/R 3:30-4:45)

Professor David Mothersbaugh

109 Alston Hall

Telephone 348-8949

[dmothers@cba.ua.edu](mailto:dmothers@cba.ua.edu)

**DESCRIPTION.** Marketing 300 is a survey course that describes the nature of domestic and global marketing management. Emphasis is placed on market analysis to include consumer, industrial, institutional, and government markets for goods and services. Also emphasized are the marketing management functions of planning, pricing, promotion, and distributing goods and services in business and nonprofit contexts.

**LEARNING OBJECTIVES.** The objectives of this class are to introduce you to the basic concepts, terminology, facts, theories, analytical approaches and decision-making processes associated with marketing management. This is a comprehensive survey of contemporary marketing. You will learn a great deal about both *markets* and the *process of marketing management* to include SWOT analysis, strategic planning, managing the marketing mix, and global marketing.

**PREREQUISITES.** ALL STUDENTS MUST HAVE COMPLETED EC 110 AND 61 OR MORE SEMESTER HOURS (Junior Standing). C&BA students MUST ALSO have completed EC 110 and 111; MATH 112 and 121 (or MATH 115 and MATH 125); CS 102; AC 210; ST 260; and LGS 200 (or equivalents); and at least 4 hours in natural science, 3 hours of fine arts, literature, or humanities, and 3 hours of history or social and behavioral sciences.

**REQUIRED TEXT.** Boone and Kurtz, Contemporary Marketing, Thomson-Southwestern, 13e, 2008.

**LECTURE GUIDES.** Lecture outlines will be posted on WebCT.

**ATTENDANCE. Required.** Exam questions will be drawn from lecture and text materials. Student ID cards will be required for all tests. Quizzes may be administered throughout the semester to aid in the application and understanding of concepts and to allow you the opportunity to earn extra points. In addition, voluntary opportunities to earn extra credit may be made available throughout the semester. Attendance is required to find out about and participate in such opportunities.

**GRADING. Four tests** worth 100 points each will be administered. Each will be comprised of multiple-choice questions drawn from the text and lecture materials. Questions will be drawn from *both sources* of information. *You must take the test with your class on the assigned dates.* **NOTE THE FINAL EXAM DATE AND TIME AND DO NOT SCHEDULE ANY CONFLICTING EVENT.** Final grades will be based on the four exams plus any quizzes and bonus points that are administered. Once final grades are submitted they are final, except in the unlikely event of a computational error on our part. Test grades will be posted to [www.mybama.ua.edu](http://www.mybama.ua.edu).

**SEATING CHART.** Each student will be assigned a seat for exam days. You must complete the exam assigned to you.

**MAKE-UP POLICY.** Students missing any one of the first three exams will be required to take a COMPREHENSIVE MAKE-UP exam immediately following the fourth and final exam (both must be taken at the scheduled date in the allotted time). The comprehensive make-up exam grade becomes your grade for the missed exam. Missing more than one exam earns a 0 % on those exams. You may NOT miss the fourth and final exam – it is required of all students.

**TEACHING ASSISTANT AND GRADE BOOK.** The teaching assistant for this course is **Anne Nolan** (anols829@yahoo.com). She will manage the grade book and hold office hours for post-test review. The official grade book entries will be used to determine your final grade. Your original answer sheets will be retained to allow for grade verification.

**STUDENT RESPONSIBILITY.** You are to read all assigned materials (including this syllabus) carefully and to be prepared for class. See me during office hours or by appointment for clarification or explanation of any course materials.

**ACCOMODATION PROCEDURE.** Students who may need course adaptations because of a disability are welcome to make an appointment to see me during office hours. Students with disabilities must register with the Office of Disability Services before receiving academic adjustments, give me appropriate paperwork, and make specific requests at least 1 week in advance.

**ELECTRONICS.** Unless otherwise noted by instructor, all electronic devices must be off and stored away during class and tests.



# MARKETING

MKT 300 Fall 2007

DATE	TOPIC	CHAPTER
8/23	Introduction to Marketing 300	Chapter 1
<b>MODULE 1. MARKET ANALYSIS, SEGMENTATION &amp; PLANNING</b>		
8/28	Marketing Environments	Chapter 3
8/30	Marketing Environments	Chapter 3
9/4	Strategic Planning	Chapter 2
9/6	Strategic Planning	Chapter 2
9/11	Segmentation and Target Marketing	Chapter 9
9/13	Segmentation and Target Marketing	Chapter 9
9/18	Exam 1	Chapters (1, 2, 3, 9)
<b>MODULE 2. CUSTOMER ANALYSIS &amp; PRODUCT MANAGEMENT</b>		
9/20	Buyer Behavior	Chapter 5
9/25	Buyer Behavior	Chapter 6
9/27	Marketing Research	Chapter 8
10/2	Marketing Research	Chapter 8
10/4	***no class – TA Meeting Opportunity***	
10/9	Product Management	Chapter 11
10/11	***Fall Break***	
10/16	Product Management	Chapter 11
10/18	Product Management	Chapter 12
10/23	Exam 2	Chapters (5, 6, 8, 11, 12)
<b>MODULE 3. DISTRIBUTION &amp; PROMOTION MANAGEMENT</b>		
10/25	Channel Strategy	Chapter 13
10/30	Channel Strategy	Chapter 13
11/1	Retailing and Wholesaling	Chapter 14
11/6	Promotion Management	Chapter 15
11/8	Personal Selling	Chapter 17
11/13	Advertising and Online Marketing	Chapter 16
11/15	Exam 3	Chapters (13, 14, 15, 16, 17)
<b>MODULE 4. PRICING, GLOBAL, AND RELATIONSHIP MARKETING</b>		
11/20	Pricing	Chapter 18
11/22	***Thanksgiving Holiday ***	
11/27	Pricing	Chapter 19
11/29	Global Marketing	Chapter 7
12/4	Global Marketing	Chapter 7
12/6	Customer Retention and CRM	Chapter 10
See Below	Exam 4 (FINAL) Chapters (7, 10, 18, 19)	

Exam 4 (FINAL) Date and Time (Room is regular class room):

Section 003: Wednesday, December 12, 7 – 9:30 PM