Marketing Real People Real Choices 11th edition Solomon Solutions Manual

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SAMPLE COURSE SYLLABUS

COURSE TITLE: PRINCIPLES OF MARKETING

Class Times & Location:
Course Web Site:
Instructor Information:
Office & Office Hours:

COURSE DESCRIPTION:

This course uses marketers and real marketing decisions to introduce students to the discipline of marketing. It examines social, economic, technological, legal, ethical, and other environmental factors and their impact on marketing practices using real-world applications. It provides students with the basic knowledge and skills needed to market products, services, and ideas in a global marketplace.

COURSE OBJECTIVES

By the end of the course, students should be able to use the marketing lexicon, describe marketing concepts and the factors that influence marketing decisions, appreciate the vital role of marketing in today's global economy, and apply marketing concepts to market themselves as employees.

RESOURCES

TEXTBOOK: Marketing: Real People, Real Choices, 11th Edition by Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, published by Pearson.

LIBRARY & INTERNET RESOURCES: Students are encouraged to use the university library and the Internet for research and to complete assignments when necessary.

COURSE COMPONENTS

EXAMS: A designated number of exams and a final exam will test students' understanding of the materials discussed in class and in the assigned readings.

MINIPROJECTS: Students will complete miniproject applications from the text. The goal is for students to apply the information discussed in these real-world situations to the concepts and principles presented in the course.

IN-CLASS EXERCISES: Throughout the semester, students are expected to be prepared to discuss issues relevant to the course and to participate in team exercises. For these exercises, students will be required to be actively involved to receive credit – i.e. making substantive comments, answering questions, and preparing short presentations. Points will be awarded by the instructor based on individual and group participation. Students should bring their textbook to class as part of their participation grade. Material for in-class assignments can be found at the conclusion of each chapter.

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FINAL PROJECT: The final project will apply course material to an abbreviated marketing plan to launch a new product. It will be broken into separate assignments, with a completed final project due at the end of the term.

GRADING

	Percentage	*Points*
In-Class Exercises/Participation	10%	50
Miniprojects *(5 at 20 points each)*	20%	100
Exam(s) *(2 at 75 points each)*	30%	150
Final Exam	20%	100
Final Project	20%	100
TOTAL POINTS		500

NOTE:

- Class attendance and participation in class discussion is expected and absences will affect your final grade.
- The due dates for assignments are non-negotiable and late work will be penalized.
- All assignments are to be professional in appearance and typed to receive full credit.

COURSE POLICIES

CLASSROOM BEHAVIOR: Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of students to benefit from the instruction is not acceptable. Students engaging in improper classroom behavior may have points deducted from their total points in the course, or if the situation warrants be reprimanded to the university's committee on student discipline.

ACADEMIC HONESTY AND APPEALS: Students are expected to maintain the highest standards of academic integrity. Behavior that violates these standards is not acceptable. Examples are the use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student and similar behavior that defeats the intent of an examination or other class work. Cheating on exams, plagiarism, improper acknowledgement of sources in essays, and the use of a single essay or paper in more than one course without permission are considered very serious offenses and shall be grounds for disciplinary action as outlined in the current General Catalogue.

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COURSE OUTLINE 16-WEEK COURSE: SEMESTER

Week	Assigned Reading	Deliverable
1	Chapter 1: Welcome to the World of Marketing: Create and Deliver Value	In-class discussion: Choices 1-27 (Chapter 1)
2	Chapter 2: Global, Ethical, and Sustainable Marketing	In-class exercise: Activities 2-10 (Chapter 2)
3	Chapter 3: Strategic Market Planning	Miniproject #1 assigned (Miniproject 3-27, Chapter 3) In-class discussion: Marketing in Action case: Real Choices at P&G (Chapter 3)
4	Chapter 4: Market Research	Miniproject #1 due In-class exercise: Activities 4-15 (Chapter 4) *Final Project Benchmark: Company Analysis*
5		Miniproject #2 assigned (Miniproject 4-31, Chapter 4) Exam 1
6	Chapter 5: Marketing Analytics: Welcome to the Era of Data-Driven Insights!	Miniproject #2 due In-class exercise: Activities 5-14 (Chapter 5) In-class discussion: Marketing in Action Case: Real Choices at Spotify (Chapter 5)
7	Chapter 6: Understand Consumer and Busines Markets	Miniproject #3 assigned: Miniproject 6-35 through 6-40 (Chapter 6) *Final Project Benchmark: Market, Consumer, and Competitive Analysis*
8	Chapter 7: Segmentation, Target Marketing, and Positioning	Miniproject #3 due In-class exercise: Activities 7-13 (Chapter 7)
9	Chapter 8: Product I: Innovation and New Product Development	In-class discussion: Marketing in Action Case: Real Choices at Nature On Tap (Chapter 8) *Final Project Benchmark: Situation Analysis and Marketing Objectives*

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10		Miniproject #4 assigned: Miniproject 8-29 (Chapter 8) Exam 2
11	Chapter 9: Product Strategy, Branding, and Product Management	Miniproject #4 due In-class discussion: Marketing in Action Case: Real Choices at Helen of Troy (Chapter 9) *Final Project Benchmark: Marketing Strategy*
12	Chapter 10: Price: What is the Value Proposition Worth?	In-class exercise: Test your Marketing Math (Chapter 10) *Final Project Benchmark: Brand You: Positioning Yourself for a Role on the Pitch Team*
13	Chapter 11: Deliver the Goods: Determine the Distribution Strategy Chapter 12: Deliver the Customer Experience	Miniproject #5 assigned: Miniproject 1, 12-29 and 12-30 (Chapter 12)
14	Chapter 13: Promotion I: Planning and Advertising	Miniproject #5 due In-class discussion: Marketing in Action Case: Real Choices at Nestlé (Chapter 13)
15	Chapter 14: Promotion II: Social Media Platforms and Other Promotion Elements	*Final Project Benchmark: Digital Marketing Strategy*
16		Final Project Due
Final Exam		

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