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Course Description: This course introduces students to basic marketing theory (product, price, place and promotion) and how marketing relates to business activities (manufacturing, wholesale, retail, services). Key marketing concepts (consumer decision-making processes, product development, market analysis and segmentation, etc) are presented and discussed. The course also examines how social factors, demographic trends, increasing multiculturalism, and changes in the political and legal environment affect marketing. Students will also examine how individual behaviors are influenced by principles of learning, motivation, personality, perception, and group influence. The impact of electronic marketing is also examined.


COURSE OBJECTIVES:

- Define and explain basic marketing theory (product, price, place and promotion).
- Discuss the function and importance of marketing in the economy.
- Define and explain key marketing concepts (consumer decision-making processes, product development, market analysis and segmentation, etc).
- Define and explain how social factors, demographic trends, increasing multiculturalism, and changes in the political and legal environment affect marketing.
- Identify and discuss how marketing strategies are developed to accommodate diversity in the market.
- Analyze marketing information and develop marketing strategies based on that analysis.
- Identify and discuss ethical considerations inherent in the development of marketing strategies.

Course Assignments and Grading Criteria:

1. Three Exams (12%, 12% and 16% each, 40% of final grade): Exams may consist of essay, multiple-choice, true/false, and fill-in-the-blank questions. Questions are based on the text, lecture, cases, and any and all other class materials.

2. Chapter Quizzes (15%): There will be a short quiz on each chapter. The quizzes are comprised ten to fifteen multiple choice and true/false questions.
3. **Video Case Questions** (20%): Prepare and submit written responses to questions of assigned video case studies. These are designed to give students the chance to apply the concepts introduced.

4. **Participation** (15%): Individuals are expected to prepare for and to participate in classroom discussions. Preparation and in-class participation enhance learning and performance in this course.

5. **Product Analysis Paper** (10%): Due at the end of semester. Students will analyze a product or service of their choice using the marketing approaches introduced in this class.