[A-3]COURSE SYLLABUS

1. Course Description (Approximately 100 words)

Students examine the character and importance of the marketing process, its essential functions, and the institutions exercising these functions. Course content focuses on the major policies that underlie the activities of marketing institutions and the social, economic, and political implications of such policies.
Requisites: None

2. Course Goals and Objectives (Approximately 100 words)

Upon Completion of this course the student should:
- Be able to properly identify and select markets for which specific products will be targeted.
- Explain the basic functional aspects necessary to formulate an integrated Marketing Plan. This includes Consumer Buying Behavior, Environment, Marketing Research, Product Management, Promotion, Channels of Distribution and Pricing.
- Be able to perform marketing research that is targeted towards reading of topical articles related to Marketing and being able to reference their topics to that being discussed in the class.
- Be able to develop a complete, conceptual Marketing Plan based on what is learned in this class. This objective deals with the practical application of the subject of Marketing and integrates the information presented in the entire class. This overview of a conceptual

3. Textbook (Title, Author, Publisher, Year of Publication, etc.)

Marketing
Author: Pride
Publisher: CENG
Edition: loose leaf
ISBN: 978-1337272896

4. Reference

WorldClassRoom
WorldClassRoom is Webster's Learning Content Management System (LMS). Your instructor may use WorldClassRoom to deliver important information, to hold class activities, to communicate grades and feedback, and more. WorldClassRoom is available using your Connections ID at:
https://worldclassroom.webster.edu/ (https://worldclassroom.webster.edu/)

5. Course Requirements and Grades

Course Attendance:
The University reserves the right to drop students who do not attend class the first two weeks of the term/semester. Students are expected to attend all class sessions of every course. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences.

The Grades section of the academic catalog outlines the various grading systems courses may use, including the information about the final grade reported for this

6. Course Calendar

Week	Main Content
1	Part 1: Marketing Strategy and Customer Relationships - Read Chapters 1, 2
2	Part 2:Environmental Forces and Social and Ethical Responsibilities
3	Part 3: Marketing Research and Target Market Analysis
4	Part 4: Buying Behavior, Global Marketing, and Digital Marketing
5	Part 5 Product Decisions
6	Part 6: Distribution Decisions
7	Part 7: Promotion Decsions
8	Part 8: Pricing Decisions
9	Final Exam
10	Exam will cover all course material. Chapters 1-20
11	This syllabus may be revised at the discretion of the instructor without the pr
12	The schedule below presents an approximate expectation of course progres
13	In line with the University's policy on academic honesty, please be advised t
14	