

Course	MNGT 3500 Marketing Spring 2, 2008						
Instructor	John Bonosoro 760-519-3000 jbonosoro@msn.com						
Catalog Description	Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer buying behavior, promotion, and pricing policies, research, communications, and government regulation.						
Prerequisites	None Required						
Course Level Learning Outcomes	<p>Upon completion of this course:</p> <ul style="list-style-type: none"> • Students will be able to define and discuss basic terminology, concepts, principles, and practices related to the following specific areas of marketing: <ul style="list-style-type: none"> ○ The role of marketing in the macro and micro environments ○ Buyer needs and behavior ○ Target Marketing ○ Marketing 4 P's ○ Marketing Strategy ○ Marketing research and competitive intelligence • Students will be able to identify and apply appropriate terminology, concepts, principles, and analytical techniques when examining and evaluating moderately complex marketing-related situations • Students will be able to develop basic solutions to basic marketing-related problems, using the marketing concepts, principles, practices and techniques taught in this course. • Students will be able to evaluate the quality of their proposed solutions against appropriate criteria, based on the marketing concepts, principles, and practices taught in this course • Students will have developed writing and oral proficiency in communicating marketing concepts. 						
Materials	<p>Text: Basic Marketing (16th Ed) Authors: William Perreault and E. Jerome McCarthy Publishers: McGraw Hill ISBN: 978-0073529806</p>						
Grading	<table> <tr> <td>Case Study</td> <td>10% of grade</td> </tr> <tr> <td>Assignments</td> <td>20%</td> </tr> <tr> <td>Midterm Exam</td> <td>20%</td> </tr> </table>	Case Study	10% of grade	Assignments	20%	Midterm Exam	20%
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	<p>Marketing Plan 30%</p> <p>Final Exam 20%</p>
<p>Policy Statement</p> <p>University Policies</p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>Academic Honesty</p> <p>The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals</p> <p>Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the University of your Decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services</p> <p>If you need accommodations for a disability, please let the instructor know at the beginning of the course so that they can be provided.</p>
<p>Course Policies</p>	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p> <p>In line with the university's policy on academic honesty, please be advised that instances of academic dishonesty will result in a zero for the assignment and will be reported to the Dean of the School of Business and Technology for further disciplinary action.</p>
<p>Weekly Schedule</p>	<p>TBD</p>
<p>Additional Information</p>	<p>Attendance</p> <p>Students must have the textbook prior to the first class meeting.</p> <p>It is essential that you attend class. If you cannot attend</p>

	class, call or email me prior to the class you will miss. You are responsible for completing assignments due and/or given out at the class missed.
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