

## COURSE SYLLABUS

MRKT 5000

Course Number

GINNIE KOZAK

Instructor

Marketing Theory & Practice

Course Title

(843) 521-4819

Phone No.

[ginnie@rocketmail.com](mailto:ginnie@rocketmail.com)

E-mail

Fall 1, 2005

Term

US Naval Hospital

Site/ Campus Location

1. **Course Description:** 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.
  
2. **Incoming Competency of the Student Expected by the Instructor:** A general understanding of business and the economy of a flexible approach to understanding and working with changes in the US and international marketplaces.
  
3. **Course Statement of Objectives:**
  - a. To provide an overview of the components of the marketing process.
  - b. To provide practical experience in market research and strategy development.
  - c. To provide an appreciation of the opportunities and the obstacles faced in marketing—from local to global.

### **METHOD OF INSTRUCTION:**

- a. Learning will be accomplished through lecture, general discussion, group case analysis, a number of videos, one or more guest speakers (subject to availability), and a major research project. The emphasis will be on applied learning.

- b. Because the global marketing environment changes so quickly, and often in unexpected ways, the text will act as the foundation of course work, but students will be expected to be **well acquainted with the most recent information about relevant issues through regular reading of business magazines and newspapers.**
- c. Each week students will work in small groups to analyze cases relevant to that week's topic and to develop recommendations. The results will be presented that week in class.

This process and the expected results will be explained and discussed during the first class meeting.

- d. There will be a major research project required. An outline will be provided during the first class, and progress reports will be required.

4. **Schedule of required readings, class preparations and assignments, lectures, discussions, student presentations, and exams:**

WEEK 1	The Marketing Process	Chaps 1-3
WEEK 2	Understanding Buyers and Markets	5-7
WEEK 3	Work on Mini Project	
WEEK 4	Targeting Marketing Opportunities	8-9
WEEK 5	Product Planning and Management	10-12
WEEK 6	Pricing	13-14
WEEK 7	Distribution (including retailing)	15-17
WEEK 8	Marketing Communications, Promotions and Personal Selling	18-20
WEEK 9	Strategic Marketing	21-22

- 5. **Required Text:** *Marketing*, Irwin, 2003, 7<sup>th</sup> edition, ISBN 0-07-255339-1

6. **Supplemental Readings:** Businessweek, The Economist, Sunday New York Times (Business Section) will be used extensively in class discussions.

These publications are available at the Beaufort County Library, Parris Island, Air Station libraries, on the Internet and at some stores.

7. **Visual Aids:** The video series that accompanies the text as well as videos from the instructor's collection will be utilized.

8. <b>Course Requirements</b>	<b>% of grade</b>
Term Project	45
Case Studies	30
Assignment	15
Class Participation	10

Reviewed/Approved by \_\_\_\_\_  
Faculty Coordinator/Chair Date

## **TERM PROJECT**

**COURSE # AND TITLE:**     **MRKT 5000 – Marketing Theory and Practice**

### **DESCRIPTION OF PROJECT:**

Utilizing research and planning skills, the student will develop a complete marketing and promotional strategy, preceded by an export feasibility analysis, for a US company to enter a market outside the US.

Webster's InfoTrac on the Internet is an excellent source of information, both for selecting a corporation and a country and for doing more detailed research.

At the beginning of the term the instructor will hold a minimum of two tutorials at the library to assist students unfamiliar with the Internet and/or the library's periodical collection.

**FORMAT:** Essay or point form, accompanied by charts (as needed)

**SUGGESTED LENGTH:**     20 pages (maximum)

**PROJECT DUE:**            October 13, 2000

**EVALUATED PROJECT RETURNED:**            October 20, 2000