

MARKETING: GOODS, SERVICES, EVENTS COURSE OUTLINE and DEPARTMENT POLICIES

Course Description:

This course introduces the fundamental concepts of product marketing, which includes the marketing of goods, services, and events. Students will examine how trends, issues, global economic changes, and information technology influence consumer buying habits. Students will engage in marketing research, develop marketing strategies, and produce a marketing plan for a product of their choice.

Curriculum Strands

<u>Strand</u>	<u>Description</u>
1	Marketing Fundamentals
2	The Marketing Mix
3	Trends in Marketing
4	The Marketing Plan



Marking Structure:

Formative Evaluation	Knowledge & Understanding (K/U)	20%	70%
	Thinking (T)	15%	
	Communication (COMM)	15%	
	Application (APP)	20%	
Summative Evaluation	Final Exam	15%	30%
	Summative ISU – Marketing Plan	10%	
	Marketing Plan Presentation	5%	

Expectations:

As a senior level business course, this class will be run in a business manner.

Students are to arrive to class on time, with the appropriate materials and supplies: three ring binder, textbook, and writing instruments.

If you are absent, it is your responsibility to catch up on missed work and announcements. See me beforehand or use voice mail if you know you will be away. Extra handouts are in the classroom, as well as on the course website.

Extra help is available to any student who is committed to the course. Most difficulties are easily addressed immediately – **ask**.

You are expected to have completed your homework to the best of your ability prior to class. Also, you are encouraged to actively participate in class discussions.

Be courteous and considerate of all others in the classroom.

All assignments and projects are to be professionally presented; this entails word processing written work, the use of visual media in presentations, and appropriate business attire for presentations. You are encouraged to be entrepreneurial in your work – go beyond the standard.
