

TENNESSEE CONSORTIUM FOR INTERNATIONAL STUDIES

BASIC MARKETING

**MKTG3010.98**

**Class Hours: 37.5**

**Credit Hours: 3**

**Laboratory Hours: 0**

**Revised:**

**Catalog Course Description:**

This course is a comprehensive overview of the process employed by profit and non-profit organizations of marketing goods, services, and ideas. The modern marketing objective is customer satisfaction at a profit (or other measure of success) through product, distribution, promotion, and price. This study of basic marketing concepts and terminology is in the real-world context of the organization, competition, the economy, regulation, culture/society, and technology.

**Prerequisites:**

Junior standing and ECON 2120, or consent of the Department Head.

**Textbook(s) and Other Course Materials:**

Grewal, Dhruv and Levy, Michael. *M: Marketing w/Review Cards*, McGraw-Hill Irwin, 2008. ISBN: 9780077240806.

**I. Week/Unit/Topic Basis**

| <b>Week</b> | <b>Topic</b>                                 |
|-------------|--|
| 1           | Assessing and Understanding the Marketplace  |
| 2           | Targeting the Marketplace and Value Creation |
| 3           | Value Capture and Value Delivery             |
| 4           | Value Communication                          |

**II. Course Objectives\*:**

- A. Examine the role of marketing and review its theoretical justification;
- B. Introduce the main concepts, principles, and terminology of marketing;
- C. Study environmental forces in markets and the behavior of buyers within them;

- D. Familiarize participants with the main elements of marketing strategy.

\*Roman numerals after course objectives reference TBR's general education goals.

### **III. Instructional Processes\*:**

Students will:

1. Attend lectures (both, via D2L and face-to-face);
2. Work on a term project;
3. Take part in field studies.

\*Strategies and outcomes listed after instructional processes reference TBR's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

### **IV. Expectations for Student Performance\*:**

Upon successful completion of this course, the student should be able to:

1. Understand basic marketing terms and concepts.
2. Develop a personal conceptualization or definition of marketing in a global business context.
3. Identify the various marketing functions, interactions, and challenges which comprise the marketing task.
4. Identify the types of activities used by the firm in dealing with various types of buyer markets.
5. Analyze the task of marketing under contemporary conditions.
6. Complete a marketing plan.

\*Letters after performance expectations reference the course objectives listed above.

### **V. Evaluation:**

#### **A. Testing Procedures:**

Students will take weekly quizzes (multiple-choice) and final examination (essay-type questions).

#### **B. Laboratory Expectations:**

None

#### **C. Research Paper – marketing plan.**

Students will work on a semester-long project – marketing plan. Before departure, each student will have to pick a product or service for which marketing plan will be written.

**D. Other Evaluation Methods:**

Students will present their marketing plan on the last day of classes.

**E. Grading Scale:**

90-100 – A  
80-89.9 – B  
70-79.9 – C  
60-69.9 – D  
59.9 – F

**VI. Policies:**

**A. Attendance Policy:**

Attendance is of utmost importance in study abroad courses. There are no unexcused absences permitted. Unexcused absences are grounds for removal from the program. Being in class on time is also very important. Frequent tardiness will be considered an absence and appropriate action will be taken. Absences due to illness must be reported immediately to the program director.

**B. Academic Dishonesty:**

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices: Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments. In addition to other possible disciplinary sanctions that may be imposed as a result of academic misconduct, the instructor has the authority to assign either (1) an F or zero for the assignment or (2) an F for the course.

**VII. Instructional Hours:**

A statement outlining instructional hours is presented below.

| <b>Tentative Dates</b> | <b>Topics</b>                       | <b>Hours</b> |
|------------------------|-------------------------------------|--------------|
|                        | Overview of marketing               | 2            |
|                        | Marketing Strategies                | 2            |
|                        | Marketing Ethics                    | 2            |
|                        | Environmental Analysis              | 2            |
|                        | Research Assignment                 | 1            |
|                        |                                     |              |
|                        | Consumer Behavior                   | 2            |
|                        | Global Marketing                    | 2            |
|                        | Segmentation and Targeting          | 2            |
|                        | Intro to Market Research            | 2            |
|                        | Company Visit                       | 2            |
|                        |                                     |              |
|                        | Product, Branding and Packaging     | 2            |
|                        | New Product Development             | 2            |
|                        | Services Marketing                  | 2            |
|                        | Pricing                             | 2            |
|                        | Company Visit                       | 1            |
|                        |                                     |              |
|                        | Supply Chain Management             | 2            |
|                        | Retailing                           | 2            |
|                        | Integrated Marketing Communications | 2            |
|                        | Examination                         | 2            |
|                        | Presentations                       | 1.5          |
|                        |                                     |              |
|                        | <b>TOTAL HOURS</b>                  | <b>37.5</b>  |