

Marketing 360
Introduction to Marketing
Fall Semester, 2012
THE UNIVERSITY OF ILLINOIS - CHICAGO
College of Business Administration

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Office Hours: TUE & THUR 11:00-12:00
Class Time: TUE & THUR 8:00-9:15 A.M. -DH 230

I. Code/Course

MKT-360-Introduction to Marketing

II. Prerequisites – ENGL 161 and Math 160

III. Course Materials

Text: MARKETING: AN INTRODUCTION

Gary Armstrong & Philip Kotler, 10th Edition

Prentice Hall, 2010 ISBN – 13: 978- 0- 13-610243-4; ISBN – 10: 0-13-610243-3

Books are available at: UIC Bookstore, Amazon

Additional Material

Blackboard.uic.edu. There will be a class web page (Blackboard.uic.edu) that will offer updated grades, useful links and an announcement section. Note: The announcement section should be checked often. You can view your up to date grades to track your progress in the course.

It is the student's responsibility to check the announcements on a regular basis. Students are responsible for being unaware of information posted on the class web page.

IV. Course Objectives

MKTG. 360: Introduction to Marketing is the first, introductory course in the undergraduate marketing curriculum. The goal of the course is to present an introduction to the basic concepts of marketing and the activities of the marketing manager, operating both in the domestic and international marketing arenas.

The key objectives are listed below.

1. Develop an understanding of the fundamentals of marketing channels.
2. Expose the student to the key functions of marketing management.
3. Present current, "real world" examples of market positioning and marketing management in action, covering the planning and execution of marketing strategies
4. Identify career opportunities for the student in marketing management.

V. Student Honor Code

This course and its associated coursework are being administered in the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and to uphold the code.

<http://www.uic.edu/cba/ugrad/Documents/CBAHonorCodestudentresponsibility.pdf>

VI. Attendance and Class Participation

ATTENDANCE IS MANDATORY. Any absence will result in receiving 0 participation points for the class. In order to be prepared to participate in class, you will complete the assignment prior to coming to class. Three or more unexcused absences may provide grounds to lower the final grade by one level. It is the student's responsibility to attend team meetings during class and outside as well. On occasion there may be a pop quiz in class to earn participation points. There **will be no make up quizzes**. I strongly suggest you contact a fellow student or myself to become aware of what was covered in case of an absence.

Cell Phone and Texting Policy. If you have a cell phone or pager, YOU MUST TURN IT OFF before entering the classroom. If you do not turn off your cell phone or pager in class and the cell phone rings or if you are found texting, you will be asked to leave the class and will not receive participation points for that class.

VI. Methods of Instruction

A variety of teaching techniques are used in this class. These techniques will include a group project, lectures, class discussion, current event topics, case studies, written assignments and group activities. My style is highly interactive and will rely upon students to add to the quality of discussion. Good questions are always encouraged. Our class environment will be respectful of differing opinions and I expect students are on time and I encourage students to participate as well.

VII. Evaluation Methods and Grading Scale

Evaluation methods used in this class are indicated below:

Method	Points Possible
Group Project	300
First Draft 50	
Second Draft 50	
Final Paper 150	
Presentation 50	
Pop Quizzes (2)	50
Quizzes (2)	150
Class Participation	100
<u>Final Exam</u>	<u>400</u>
Total Points	1000

HONOR STUDENTS

Case Studies (2)	200
Total Points	1200

Grading Scale Grades are reported as letter grades "A" through "F"

assigned as follows:

900-1000	A
800-899	B
700-799	C
600-699	D
Below 600	F

Honors Students Grading Scale Grades are reported as letter grades "A" through "F"

assigned as follows:

1080-1200	A
960-1079	B
840-959	C
720-600	D
Below 600	F

VTII. Nature of Exams/Project

The quizzes and final exam will consist of multiple choice and true false questions with some short essay as well.

The group project team will consist of 5-6 members. The project will be a paper and presentation on bringing a product to market. It will emphasize the application of the terms and concepts provided within the text and classroom discussions. Work on this project will occur throughout the semester with periodic submissions of drafts.

IX. Course Outline and Schedule

Week	Reading	Assignment
1	Chapter 1,2	Group Selection
2	Chapter 3	
3	Chapter 4	Topic/Outline
4	Chapter 5	
5	Chapter 6	Honors Paper
6	Chapter 7	Quiz
7	Chapter 8	First Draft
8	Chapter 9	
9	Chapter 10	
10	Chapter 11	Honors Paper
11	Chapter 12	Quiz
12	Chapter 13	
13	Chapter 14	Second Draft
14	Chapter 15	
15	Chapter 16	Final Group Project
16		Group Presentations
17	Final Exam	Thurs Dec 13, 8:00 -10:00 am

Disability Services Notification

Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD).

COURSE SYLLABUS SUBJECT TO CHANGE