

BUS301: MARKETING FUNDAMENTALS

Fall 2025 | Prof. Thompson | 3 Credits

COURSE INFORMATION

Meeting Times: Tuesday/Thursday 10:00-11:30 AM

Location: Business Hall, Room 205

Office Hours: Thursday 2:00-4:00 PM

Email: thompson@university.edu

GRADING BREAKDOWN

Marketing Plan Project: 30%

Case Study Analyses (3): 30%

Midterm Exam: 20%

Final Presentation: 15%

Participation & Discussions: 5%

MAJOR ASSIGNMENTS

1. Consumer Behavior Analysis - Due October 20, 2025

Analyze target market demographics and psychographics

2. Brand Strategy Case Study - Due November 3, 2025

Evaluate real company's branding decisions

3. Digital Marketing Plan - Due November 17, 2025

Create social media and content marketing strategy

4. Pricing Strategy Analysis - Due December 1, 2025

Competitive pricing analysis and recommendations

5. Final Marketing Plan - Due December 15, 2025

Comprehensive marketing plan for new product launch

EXAMINATIONS

Midterm Exam: November 10, 2025

Multiple choice and short answer

Covers: Marketing mix, consumer behavior, segmentation

Final Presentation: December 15, 2025

Team presentation of marketing plan

15 minutes + Q&A