

COURSE SYLLABUS

I. **Course Title:** MKT 331 Principles of Marketing

II. **Course Instructor:** Thaddeus Steele,

Academic Rank--Instructor academic rank,

Office location--Room 213 Houston Harte Center

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III. **Course Description** --The purpose of this course is to introduce the student to the marketing of goods and services in a global economy. This is a survey course designed to familiarize one with most of the activities and strategies employed by marketers. The student will acquire a conceptual base for understanding the role of marketing in a business environment.

The course will explore the major components of the marketing mix, including pricing, product, distribution, advertising, sales retailing and wholesaling. Other elements of the marketing plan will be studied so that the student gains an understanding of the critical role marketing plays in the firm.

Mode of Instruction: Ground

IV. Course Objectives:

- A. To introduce students to the key elements in developing a marketing strategy and planning a marketing program.
- B. To enhance students' problem-solving skills in marketing by offering a set of analytical tools (i.e., marketing frameworks, concepts, models, and techniques).
- C. To provide students with examples of how companies organize their marketing efforts across a variety of business settings (e.g., consumer packaged goods, pharmaceutical, telecommunications, financial services, nonprofit organizations).
- D. To give students an opportunity to (i) refine their oral and written communication skills and (ii) improve their ability to work effectively in a team.

V. Course Units Major topics and Schedule

Week 1	Chapter 1 Marketing Creating and Capturing Customer Value
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Week 2	Chapter 2 Marketing Strategy
Week 3	Chapter 3 Analyzing the Marketing Environment
Week 4	Chapter 4 Managing Marketing Information
Week 5	Chapter 5 Consumer Markets and Consumer Buyer Behavior, Exam 1
Week 6	Chapter 6 Business Markets and Business Buyer Behavior
Week 7	Chapter 7 Business-Drive Marketing Strategy Paper Due: The US China Trade War PowerPoint Presentation
Week 8	Chapter 8 Product Services, Brand development
Week 9	Chapter 9 Business Markets and Business Buyer Behavior
Week 10	Chapter 11 Pricing Strategies, Exam 2
Week 11	Chapter 12 Career Prospectus

Week 12	Chapter 16 Personal Selling
Week 13	Chapter 15 Advertising & Public Relations
Week 14	Chapter 17 Direct and Online Marketing,
Week 15	Final Exam

VI. Course Evaluation Methods

Keyword Terms	10%
Chapter Reviews	15%
Exam	55%
Attendance and Participation	10%
Total	100%

VII. Course Textbook Name of required textbook(s):

Kotler, Phillip, Gary T. Armstrong , (2018) Principles of Marketing, 17thed., (ISBN-13: 978-0-13-385068-0), Pearson Publisher.

VIII. Course Reading List:

The Illinois State University's Milner Library Marketing Plan. 2008.
<http://www.statelibraryofiowa.org/ld/tell-library-story/Audience/mlmp/view>.

Johnson, Travis. "Blueprint for Your Library Marketing Plan: A Guide to Help You Survive and Thrive." *Portal: Libraries and the Academy* 6, no. 2 (2006): 241.

Kaczorowsk, Monice M. "Uniting in competitive intelligence: a meeting of the minds between library services and marketing departments helps grow one law firm's client base. (Neal, Gerber & Eisenberg LLP)." *AALL Spectrum* 12, no.5 (2008): .26-28.

Koontz, Christine M. and Persis Rockwood. "Developing performance measures within a marketing frame of reference." *E Source: New Library World* 102, no. 4/5 (2001): 146.

Kotler, Philip and Nancy Lee. *Marketing in the Public Sector: A Roadmap for Improved Performance*. Philadelphia: Wharton School Publishing, 2006.

Kyrillidou, M. "An Overview of Performance Measures in Higher Education and Libraries." *ARL: A Bimonthly Journal of Research Library Issues and Actions* (Issue 197).

Library Success: A Best Practices Wiki 4 October 2007 [cited]. Available at <http://www.libsuccess.org/index.php?title-podcasting>.

Marketing - Library Success: A Best Practices Wiki. Available at: <http://www.libsuccess.org/index.php?title=Marketing>.