



DAVIS UNIVERSITY

COURSE SYLLABUS

MKT203: INTRODUCTION TO MARKETING

COURSE SYLLABUS FOR: MKT203 INTRODUCTION TO MARKETING

CREDIT HOURS: 5 CREDITS

INSTRUCTOR:

INSTRUCTOR EMAIL:

INSTRUCTOR OFFICE HOURS:

COURSE DESCRIPTION: This course introduces students to marketing activities, analysis, strategies, and decision making in the context of other business functions. Topics include integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target markets; and emphasis on behavior and perspectives of consumers and organizational customers. Planning and decision making for products and services in profit and nonprofit, domestic, and global settings.

TEXT: Grewal and Levys, *MARKETING*, 7ed, McGraw-Hill Irwin, Ryerson.
ISBN10:1260260356 or ISBN13: 9781260260359.

PLAGIARISM AND COPYRIGHT INFRINGEMENT POLICY: Work that is found to be plagiarized receives a grade of zero and often causes a student to fail a class. Documentation of plagiarism is added to the student's academic file as a violation of accepted student conduct and is subject to disciplinary action. Plagiarism is the use of another person's exact words, or their ideas written in the student's words without giving the original author credit.

Plagiarism can result from any of the following:

- Quote material directly without using quotation marks.
- Paraphrase the original so that many of the phrases are the same as the original. A good rule is no more than 3 or 4 words in a row should be the same as the original.

- Copy the original sentence pattern, substitution synonyms for key words.
- Neglect to indicate the source of the original material.

ASSESSMENTS:

Content

Exams	50%
Quizzes	30%
Assignments	20%
Total	100%

COURSE GRADE:

A+ = 97%–100%	C+ = 77%–79%
A = 93%–96%	C = 73%–76%
A– = 90%–92%	C– = 70%–72%
B+ = 87%–89%	D+ = 67%–69%
B = 83%–86%	D = 63%–66%
B– = 80%–82%	D– = 60%–62%
	F = Below 60%

TENTATIVE COURSE OUTLINE:

(Subject to change)

Module/ Units	Content Covered	Assignments & Assessment
Module 1	Overview of Marketing Developing Marketing Strategies and a Marketing Plan Analyzing the Marketing Environment	Quiz 1 Assignment 1
Module 2	Consumer Behavior Business-to-Business Marketing Segmentation, Targeting and Positioning	Quiz 2 Assignment 2
Module 3	Marketing Research Product, Branding, and Packaging Decisions Developing New Products Services: The Intangible Product	Quiz 3 Midterm Exam
Module 4	Pricing Concepts for Establishing Value Supply Chain and Channel Management Retailing and Omni-Channel Marketing	Quiz 4 Assignment 3
Module 5	Integrated Marketing Communication Advertising, Public Relations, and Sales Promotion Social and Mobile Marketing	Quiz 5 Final Exam