Western Oklahoma State College
Division of Business

COURSE SYLLABUS

COURSE NUMBER: MGMT 2323
COURSE TITLE: Principles of Marketing
CREDIT HOURS: 3
PREREQUISITE: None
COREQUISITES: None

Instructor: Anita Miller
580.477.7841 (Office)
580.480.5182 (Cell)
anita.miller@wosc.edu
If I do not answer your call, please leave a voicemail or send me an e-mail message and I'll return it as soon as I can. If you send an e-mail please include Marketing in the subject line.

DESCRIPTION:
Marketing is a course which discusses the decisions on how a product is developed, what its packaging will look like, how it will be presented to end-users, what its price will be, how the product will be transported from its manufacturers to the next purchaser, and what types of promotion will be used to sell it.

LEARNING OUTCOMES:
1.0 The Market and Its Environment
2.0 Buyer Behavior and the Target Market Selection
3.0 Product Decisions
4.0 Distribution Decisions
5.0 Promotion Decisions
6.0 Pricing Decisions


************All assignments are due by their appropriate due date. You are adults and by signing up for this class you have agreed to accept the responsibilities of this class. Under NO circumstances will I accept late work. The entire class has been laid out before you so you have plenty of time to complete all of the assignments. As the old saying goes, "Lack of preparation on your part does not constitute an emergency on mine." So, if you miss an assignment, don't waste email or phone time trying to make it up. If you don't wait until the last minute then you will not have any problems.************
DISCUSSIONS:
There are a total of 7 forum discussions for you to take part in. Each of them will be worth a total of 10 points if you thoughtfully answer the question.

HOMEWORK ASSIGNMENTS:
There will be one homework assignment (Capstone Exercise, Application Exercise, etc.) for each chapter you are expected to read. Each assignment will be worth 15 points.

QUIZZES:
Quizzes will be given over various chapter readings. Each quiz will consist of 50 multiple choice and true/false questions and will be worth a total of 100 points.

ARTICLE SUMMARIES:
Students will be required to complete 2 article summaries throughout the semester. Each typed article summary must be at least one page (double spaced) and deal with an aspect of marketing chosen by the instructor. Readings may come from any outside newspaper, magazine, or journal as long as they are not over 1 year old. Each critique will be worth 25 possible points.

MARKETING INTERVIEW:
Students must interview a professional in the field of marketing. The assignment requires the student to ask at least ten questions pertaining to material he/she has gathered from the textbook readings and assignments. The interview is worth 50 points.

FINAL PROJECT:
Students will be required to complete a comprehensive final project implementing the information gained from the class. Each student will conceive an idea and take that idea from conception to the customer. The final project is worth 100 points.

EVALUATION/GRADING:

<table>
<thead>
<tr>
<th>TYPE</th>
<th>POINTS</th>
<th>TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forum Discussions (7)</td>
<td>10</td>
<td>70</td>
</tr>
<tr>
<td>Quizzes (5)</td>
<td>100</td>
<td>500</td>
</tr>
<tr>
<td>Homework (14)</td>
<td>15</td>
<td>210</td>
</tr>
<tr>
<td>Article Summary (2)</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>Marketing Interview</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Final Project</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Total Possible Points</td>
<td></td>
<td>980</td>
</tr>
</tbody>
</table>

A= 90-100% of possible points
A= at least 878 points
B= 80-89% of possible points
B= at least 780 points
C= 70-79% of possible points
C= at least 682 points
D= 60-69% of possible points
D= at least 584 points
F= 0-59% of possible points
F= less than 584 points

Please follow the timeline listed below. You are required to take quizzes and submit all assignments as they are due online.

GENERAL INFORMATION:

If you have a disability, please let the instructor know so that they may work cooperatively with you and the Counseling Office to provide reasonable and fair opportunities for you to be a productive and successful learner.

It is the responsibility of the student to properly withdraw from class for whatever reason. No administrative withdrawals will be given.

Cheating, plagiarism, and other unethical conduct will not be tolerated.

Students are encouraged to voice any concerns or problems to the instructor.

Class policies and guidelines are designed to treat each student fairly. Please do not compromise the integrity of the class or fellow classmates by requesting or expecting that they be changed to accommodate individual needs. Class assignments, policies, and guidelines may be subject to change. The instructor will notify the class of any changes within a reasonable time.