

(revised 8-2012)

Principles of Marketing (BA 330)
Syllabus Class Schedule
Monday, Wednesday, Friday @ 11-11:50 a.m.

WEEK /DATE	SUBJECT	ASSIGNMENT	
1	8/29	Course Introduction Oral and Written Presentations, & Team responsibilities	Armstrong (A) * Handout
	8/31	Managing Profitable Customer Relations Draw Teams.	(A) Ch 1
	* Case materials are provided on the Saint Martin's College Web, Faculty Home Page, Paul Patterson, under BA330 "Hand-out" materials. Read all cases. Cases listed are orally presented by the assigned team at the beginning of class. Limit your presentation to not more than 15 minutes. All team members must participate in the oral presentation and address class questions.		
2	9/03	Labor Day	No Class
	9/05	Company and Marketing Strategy	A; Ch 2
	9/07	Jobs, Careers, and Marketing <i>Last day to add or drop a class</i>	Lecture
3	9/10	Oral team presentation (OTP) " McDonald's "Seniors" Restaurant. " (case #1)*	Team #1
	9/12	Partnering to Build Customer Relationships	A; Ch 2
	9/14	The Marketing Micro Environment OTP "Sunshine Foods, Inc." (case #2)	A; Ch 3 Team #2
4	9/17	Company Macro Environment	A; Ch 3
	9/19	Managing Marketing Information	A; Ch 4
	9/21	Using Marketing Information	A; Ch 4
5	9/24	Consumer Markets & Buying Behavior OTP "Sleepy Inn Motel." (case # 9)	A; Ch 5 Team #3
	9/26	Foreign Buying Behavior Point Outline of Team Term Presentation Due. Teams (10 point max for each participant)	A, Ch 5!
	9/28	Business Markets and Business Buying Behavior	A, Ch 6!

6	10/01	Institutional & Government Markets	A, Ch 6!
	10/03	Managing Marketing	Lecture
	10/05	Examination review	Armstrong, Ch 1-6 & Lecture
7	10/08	Mid-X #1 Examination	Armstrong, Ch 1-6 & Lectures
	10/10	Marketing Strategies	A; Ch 7!
	10/12	Fall Break (starts 10/11-12)	No Class
8	10/15	Customer Value Generation	A; Ch 7!
	OTP	"Office Distributors, Inc." (case #13) Midterm grades due	Team #4
	10/17	Product & Service Marketing	A; Ch 8
	10/19	Branding and Positioning	A; Ch 8
		Critical Article Analysis Due:	See Syllabus
9	10/22	New-Product Development	A; Ch 9!
	10/24	Product Life-Cycle Strategies	A; Ch 9!
	OTP	"PlastiTech Mfg., Inc..." (case 25)	Team #5
	10/26	Pricing Products	A; Ch 10!
10	10/29	Setting Price	A; Ch 10!
	10/31	Pricing Strategies, products	A; Ch 11!
	OTP	"Runner's Supply" (case #11)	Team #6
	11/02	Price Adjustment Strategies	A; Ch 11!
		Final Draft of Term Presentation Due With power point (20 points)	Teams
11	11/05	Examination review	Armstrong, Ch 7-11 & Lecture
	11/07	Mid-X Exam #2	Armstrong, Ch 7-11 & Lectures
	11/09	Marketing Channels & Supply Chain	A, Ch 12
12	11/12	Saint Martin's Day (Holiday)	No Class
	11/14	Marketing Channels & Supply Chain	A, Ch 12
	11/16	Retailing & Wholesaling	A; Ch 13!
	OTP	"Valley Furniture" (case #23)	Team #7

13	11/19	Integrated Marketing Communications OTP "Sanchez & Associates" (case #15)	A, Ch 14! Team #8
	11/21	Advertising, Promotion & Public Relations	A; Ch 15! A; Ch 15!
	11/23	Personal Selling	A, Ch 16
14	11/26	Direct & Online Marketing	A, Ch 17
	11/28	Start Oral Team Presentations	Student Teams
	11/30	Continue Oral Presentations	Student Teams
15	12/03	Continue Oral Presentations	Student Teams
	12/05	Continue Oral Presentations Final Examination Review (Written paper due this date)	Student Teams Armstrong, (Ch 12- 16)
	11/07	ST Thomas Aquinas Study Day	No Class

16 _____ **FINAL EXAMINATION;** _____

Peer Evaluation Due With Final Exam