I. Catalog Description:
Examination of the principles and concepts of marketing goods, services, and intangibles by profit and non-profit organizations in a free enterprise and global economy.

II. Prerequisites:
Junior classification

III. Expanded Course Description:
The study of the principles of Marketing will be conducted primarily using the text along with in-class lecture. Case analysis may also be used.

IV. Intended Student Outcomes:
A. UNDERSTAND the macro role of marketing activities in both profit and non-profit organizations
B. KNOW the essential elements of the marketing mix.
C. KNOW that the marketing mix elements are the basis for carrying out marketing actions.
D. EXHIBIT the ability to differentiate between marketing mix elements and other (usually uncontrollable) elements in the marketing environment.
E. UNDERSTAND that the marketing environment presents both constraints and opportunities for the marketing manager.
F. UNDERSTAND the central role in marketing of:
   ● Market segmentation
   ● Identification of target markets
   ● Adaptation of the marketing mix elements to satisfy target markets
   ● Behavioral aspects in both consumer and organizational markets
   ● Demographic, lifestyle and other trends in the marketplace.
G. UNDERSTAND how the firm can obtain and use information for marketing management
H. KNOW and VALUE the importance of international marketing opportunities.
I. VALUE an ethical approach to the practice of marketing.
At the conclusion of the course the student will:
Appreciate the role of marketing in an organization, and be able to become a participant in that role.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

a) Course Requirements
b) Required Text(s)
c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature Date