

**LAKE AREA TECHNICAL INSTITUTE
MARKETING/MANAGEMENT/SALES
SYLLABUS**

Course: BUS 120 - Principles of Marketing

Credits: 3

Course Description: Policies and problems concerned with flow of goods and services to the consumer. Includes the study of pricing, advertising, consumer behavior, and the distribution of products.

Required Text: *Marketing*, 12th edition, Pride and Ferrell, Houghton Mifflin Company

Course Objectives: By the end of the course, students should have:

- A broad perspective from which to explore and analyze various components of the marketing discipline.
- The understanding to analyze the decisions and activities associated with developing and maintaining effective marketing mixes.
- The ability to focus on the major components of the marketing mix: product, distribution, promotion, and price.

Course Policies: Attendance and participation are required. If a student misses in excess of five class hours, he/she will be dropped from the class. Students are responsible to read the assigned chapters before class.

There will be exams given at the end of each chapter covered during the semester. The student will have two weeks to make up any missed exams. A final exam will be given outlining the major objectives covered during the semester.

Each student will be required to present two current topic reports on any subject dealing with marketing. These can be printed from the Internet or any other resource available. If taken from a magazine or newspaper article, one-two page typed summary will be required. The reports must be presented as scheduled or a 10 percent penalty will be deducted for each class session thereafter.

Marketing Trivia is an on-going game played once a week throughout the semester. Students will form their own teams, name their teams, and compete against each other while trying to answer trivia questions.

Group presentations will be a group activity as explained by your instructor.

No incompletes will be given in this class; you will be expected to have all work done and handed in by the last day of class.

Grading Scale: A = 94%-100% B = 87%-93% C = 80%-86% F = below 80%

Chapter Exams.....	50 points each
Current Topic Summaries.....	20 points each
Group Presentation.....	100 points
Final Exam.....	25 points