



Fundamentals of Marketing

Course Details

Course Designator & Number: MADR 3008

Number of Credits: 3

Language of Instruction: English

Course Description

Course Objectives

To provide students with a broad introduction to marketing concepts, factors that influence marketing management, and the role of marketing in Business and within organizations.

The course will try to develop the student's understanding of Marketing terms and concepts and also to identify and differentiate between marketing functions, the management of these functions, and their interaction.

The course will try to give a cross cultural context and application to the concepts developed by Marketing, due to the tendency of most organizations to become more globally oriented.

At the end of the course you should be able to understand the nature of Marketing and the role of the marketing managers, the ways in which organizations sell their products, relate to their customers and position in national and international markets.

Methodology

The kind of course that I like to teach breaks with the tradition that the professor knows everything or that everything that the professor says is a truth, I want a class where students and professor can learn from each other; students must show a high level of commitment to prepare for class each day, the professor will facilitate the learning process; a high participation is expect from the students.

Grading

Grading Rubric

Letter Grade	Score or Percentage	Description
A	93–100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90–92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87–89	
B	83–86	
B-	80–82	Achievement that meets the course requirements in every respect.
C+	77–79	
C	73–76	
C-	70–72	Achievement that is worthy of credit even though it fails to fully meet the course requirements.
D+	67–69	
D	60–66	
F	0–59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

Summary of How Grades Are Weighted

Assignments	Percentage of Grade
Participation in class	5%
Homework and assignments	10%
Final project	30%
Mid-term examination	25%
Final examination	30%
Overall Grade	100%

Course Content

Unit 1

Theme

- Introduction to class
- Marketing overview

Unit 2

Theme

- Marketing strategy

Unit 3

Theme

- Marketing environment
- Marketing research

Unit 4

Theme

- Marketing research

Unit 5

Theme

- Consumer behavior
- Consumer and business behavior

Unit 6

Theme

- Consumer and business behavior
- Market segmentation, targeting and positioning

Unit 7

Theme

- Market segmentation, targeting and positioning

Unit 8

Theme

- New product development

Unit 9

Theme

- Product marketing

Unit 10

Theme

- Services marketing
- Price, place, retailing

Unit 11

Theme

- Promotion-advertising

Unit 12

Theme

- Promotion-sales
- Public relations and direct marketing

Unit 13

Theme

- Global Marketing

Policies

Attendance Policy

Regular attendance and punctuality are mandatory in order to earn full marks. The final grade will take into consideration preparation required for class (i.e. readings) and participation in class discussions. If you miss any meetings without an excused absence from the on-site director, your final grade will be dropped accordingly. In the case of absences, it is the student's responsibility to find out what information was given in class including any announcements made.

University of Minnesota Policies & Procedures

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

Scholastic Dishonesty

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

Student Conduct

The University of Minnesota has specific policies concerning student conduct. This information can be found [on the Learning Abroad Center website](#).