

California State University, Sacramento

2021 Summer Session

MKT 201 Principles of Marketing

Course Outline

Course Code: MKT 201

Instructor: Dr. Vasudevan Ramanujam

Office Hours: by appointment

Email: vasudevan.ramanujam@case.edu

Credit: 3

Course Description:

This is a foundational course that provides you with the concepts, theories, and analytical tools necessary for understanding the functional area of marketing in a modern contemporary business or not-for-profit organization.

Course Objectives:

At the end of the course, it is expected that you would be able to:

- 1. Gain a clear understanding of the function of marketing and its relationship with other functions within a firm and to the business strategy of the organization as a whole**
- 2. Develop your ability to recognize and address marketing issues in real world situations**
- 3. Create a coherent marketing plan for a selected product or service and use marketing mix concepts to implement that marketing plan.**

Required Textbooks:

MKTG¹¹ (2018) by Lamb, Hair and McDaniel, Cengage Learning

Grading & Evaluation:

The following is the grading scheme (tentative)

Attendance and class participation	15%
Case analysis write-ups (2 of 3)	20%
Independent (group) project	35%
Class quizzes (3)	15%
Final examination	15%

Final grades will be determined based on the following score intervals:

Grade Grade Points

A	4.0
A-	3.7
B+	3.3
B	3.0
B-	2.7
C+	2.3
C	2.0
C-	1.7
D+	1.3
D	1.0
D-	0.7
F	0.0

Course Schedule:

Session		Topic of the Session ¹	Assigned Reading ²	Evaluation Component/ Deadlines
1	M	Introduction to Class An Overview of Marketing Strategic Planning for Competitive Advantage	1, 2	
2	Tu	Ethics and Social Responsibility; Marketing Environment	3, 4	
3	W	Consumer Decision Making	6	
4	Th	Segmenting and Targeting Markets	8	Last day to submit Groups

5	M	Quick Review and Quiz		Case presentations assigned to groups
6	Tu	Marketing Research	9	Quiz 1
7	W	Product Concepts; Services and Nonprofit Organization Marketing	10, 12	Project Proposal Due
8	Th	Case 1 – To be Decided		Case Write up / Presentation
9	M	Developing and Managing Products	11	
10	Tu	Marketing Channels and Retailing	14	
11	W			
12	Th	Case 2 – To be decided		Case Write up / Presentation
13	M	Marketing Communications	15	
14	Tu	Advertising, Public Relations and Sales Promotion	16	Quiz 2
15	W	Social Media and Marketing	17	
16	Th	Personal Selling and Sales Management, Pricing Concepts	18, 19	
17	F	Final Exam		

1. The schedule dates for sessions are tentative and could be modified if warranted by certain circumstances arising during the teaching period. The changes, if any, will be announced in the class. The evaluation component dates are not subject to any changes.
2. The number refers to the chapter number from Lamb, Hair, and McDaniel textbook MKTG¹¹ and the cases are from the Course Reader.
3. Case materials are indicated for illustrative purposes only. Some or all of them may be substituted by other cases.