

UNIVERSITY OF KENTUCKY
Independent Study Program
Lexington, KY 40506

Marketing 300
Marketing Management

20 Assignments
3 Semester Hours

This independent study course in Marketing Management was prepared by:

Dr. Joan M. Phillips
Assistant Professor of Marketing
Graded By: Tatiana Levit

Purpose of the Course

This course offers an overview of the activities that firms and individuals engage in as they participate in the marketplace. The activities range from deciding which family member does the weekly grocery shopping, to determining the group of customers most likely to want a firm's product, to developing an effective marketing strategy. This course places particular emphasis on understanding the rationale behind these activities. The course also considers the impact that firm and consumer activities have on society as a whole. For the student majoring in marketing, the course will provide a foundation upon which to build a more comprehensive understanding. For the non-major, the course will provide an opportunity to understand the objectives, methods, structure, and problems of marketing and their interrelationships to other areas of managerial responsibilities. The course will help make each student a more informed consumer.

Required Text

Kotler, Philip and Gary Armstrong (1999), *Principles of Marketing*, 8th Ed., Prentice-Hall, Inc.

Reference Sources

For the student who wishes to remain current in the field of marketing, the following journals and periodicals can be found in the public library.

The Wall Street Journal
Sales and Marketing Management
Forbes

Business Week
Marketing Management
Marketing News

Advertising Age
Harvard Business Review
Inc

Course Content

This course will take a managerial approach with an emphasis on problem solving and decision making. The principle areas of study include:

- Part I: Understanding Marketing and the Marketing Process
- Part II: Developing Marketing Opportunities and Strategies
- Part III: Developing the Marketing Mix
- Part IV: Managing Marketing

Assignments

There are a total of 20 assignments. Each assignment consists of reading a chapter in the text and answering essay and multiple choice questions designed to test your knowledge of the material. On occasion, an essay question will refer you to a brief case featured at the end of the chapter.

The assignment you submit should consist of the original multiple choice questions taken from your assignment book and answers to the essay questions written on paper you provide. Please staple the multiple choice questions to your essay answers to prevent possible separation in transit. The assignments will be returned to you so you can prepare for the final exam.

Please write the complete essay question above your answer. In other words, do not submit only answers to the essay questions. While the text serves as a reference for answering the multiple choice and essay questions, do not copy your essay answers directly from the text. Copying another author's work is plagiarism. The best way to demonstrate your understanding of the material is by using your own words and original examples.

Type or write your essay answers clearly, double-spaced, in ink on 8 ½ by 11 paper. Please use only one side of the paper.

Grades

The 20 assignments account for 50% of the total grade. A final, comprehensive examination will account for the remaining 50%. The final exam will consist of 66 multiple-choice questions and two essay questions. Approximately half of the multiple-choice questions on the final exam will be taken from the assignments, the balance will be new questions that touch on the key concepts in the chapter. You should review all previous assignments and key chapter concepts in preparation for the final exam.

NOTE: All questions in this course are copyright protected by Prentice Hall, Inc. All rights reserved.

Course Outline

Assignment Number	Topic	Chapter
Part I:	Understanding Marketing And The Marketing Process	
1	Marketing in a Changing World: Creating Customer Value and Satisfaction	1
2	Strategic Planning and the Marketing Process	2
3	The Global Marketing Environment	3
Part II:	Developing Marketing Opportunities and Strategies	
4	Marketing Research and Information Systems	4
5	Consumer Markets and Consumer Buyer Behavior	5
6	Business Markets and Business Buyer Behavior	6
7	Market Segmentation, Targeting, and Positioning for Competitive Advantage	7
Part III:	Developing the Marketing Mix	
8	Product and Services Strategy	8
9	New Product Development and Product Life-Cycle Strategies	9
10	Pricing Products: Pricing Considerations and Approaches	10
11	Pricing Products: Pricing Strategies	11
12	Distribution Channels and Logistics Management	12
13	Retailing and Wholesaling	13
14	Integrated Marketing Communication Strategy	14
15	Advertising, Sales Promotion, and Public Relations	15
16	Personal Selling and Sales Management	16
17	Direct and Online Marketing	17
Part IV:	Managing Marketing	
18	Competitive Strategies: Building Lasting Customer Relationships	18
19	The Global Marketplace	19
20	Marketing and Society: Social Responsibility and Marketing Ethics	20

INDEPENDENT STUDY PROGRAM