

I. INSTRUCTOR: Ron Deaton

Office: Room 307

Office Hours.;11:00 to 12:00 , M-Th.;

or by appointment.

Email: rdeaton@ghc.edu. Phone: 538-4173

Note from Instructor: **Cell phones should be turned off in the class.**

II. REQUIRED TEXTBOOKS:

Pride-Ferrell, Marketing 2012, 16th edition(loose leaf); Cengage,

III. LEARNING OBJECTIVES

Students will learn about:

Marketing being focused on customers.

The role of marketing in our society.

The impact of various external factors on an organization’s marketing strategies.

Consumer and Organizational buying behavior.

Target Marketing.

Market research and marketing information systems.

Product decisions.

Distribution decisions.

Promotion decisions.

Pricing decisions.

Implementation and Electronic Marketing

IV. MEANS TO ACHIEVE GOALS:

A. Lectures and text will examine the framework and the many details of marketing.

B. Active learning will be encouraged through frequent homework assignments, class discussion, small group review of case studies, Internet exploration and other activities.

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VI. ATTENDANCE IS REQUIRED Attendance is required. Two points are deducted from

your total points for each day missed, one point if you are tardy .

VII. STUDENT EVALUATION: (Subject to change)

Case Studies, attendance	100 pt
Tests	250 pt
Final	<u>150 pt</u>
Total	500 pt

*Three tests are given , and if you take all three I will replace your lowest score with your final exam score if it is to your advantage. If you should miss a test, that will cause the 100 points to be transferred to the final exam. **No makeup quizzes or tests are given after the class has taken the quiz or test.***

Schedule of Chapters to be covered and estimated test dates:

<i>Chapters to be covered for the first test:</i> Chapters 1 through 4	Cases All Video Cases at the end of each Chapter	Notes Test 1 will be given in the third week.
<i>Chapters to be covered for the second test:</i> To be determined	Cases All Video Cases at the end of each Chapter	Notes Test 2 will be given in the sixth week.
<i>Chapters to be covered for the third test:</i> To be determined	Cases All Video Cases at the end of each Chapter	Notes Test 3 will be given in the eighth/ninth week.
<i>Chapters to be covered for the final exam:</i> To be determined	Cases All Video Cases at the end of each Chapter	Notes Final exam will be given during finals week. Instructor will give significant tips on how to review for the final exam.