**INTRODUCTION TO MARKETING – MRKT 140**

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| CRN | Course | SEQ | Day | Times | Location | Units |
| 30446 | MRKT 140 | 001 | TR | 12:40 – 1:55 PM | Cloud 104 | 3.0 |

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| **Week of:** | **Lecture** | **Homework Assignments**  *Due on Wednesday* | **Exams** |
| January 14, 16 | Class Introduction  Chapter 1: An Overview of Marketing | Buy the Book  Read Chapter 1 |  |
| January 21, 23 | Chapter 1: An Overview of Marketing  Chapter 2: Strategic Planning for Competitive Advantage | **Assignment 1:** About Me, and Why I am Taking This Class |  |
| January 28, 30 | Chapter 2: Strategic Planning for Competitive Advantage | **Assignment 2**: Introduction of Product/Service & Mission Statement |  |
| February 4, 6 | Chapter 3: Ethics and Social Responsibility | **Assignment 3:** SWOT Analysis and Competitive Advantage |  |
| February 11, 13 | Chapter 4: The Marketing Environment |  |  |
| February 18, 20 | Chapter 6: Consumer Decision Making | **Assignment 4:** Strategic Direction & Marketing Objectives | **Exam 1: Chapter 1, 2, 3, 4**  *Feb 20* |
| February 25, 27 | Chapter 8: Segmenting & Target Markets | **Assignment 5:** External Marketing Environment |  |
| **March 3**  March 5 | **Flex Day**  Chapter 8: Segmentation & Target Markets | **Assignment 6:** Consumer Decision Making Process |  |
| March 10, 12 | Chapter 9: Market Research |  |  |
| March 17, 19 | Chapter 10: Product Concepts | **Assignment 7:** Market Segmentation | **Exam 2: Chapter 6, 8, 9**  *Mar 19* |
| March 24, 26 | Chapter 11: Developing & Managing Products |  |  |
| **March 31,**  **April 2** | **Spring Break** | **Assignment 8:** Product |  |
| April 7, 9 | Chapter 14: Retailing  Chapter 15: Marketing Communications |  |  |
| April 14, 16 | Chapter 16: Advertising, PR and Sales Promotion | **Assignment 9:** Placement (Retailing) |  |
| April 21, 23 | Chapter 17: Personal Selling & Sales Management |  | **Exam 3: Chapter 10, 11, 14** *4/23* |
| April 28, 30 | Chapter 18: Social Media & Marketing | **Assignment 10**: Promotion Campaign |  |
| May 5, 7 | Pricing  Last day of class December 11 | **Assignment 11: Pricing** *section goes right into plan* | **Exam 15, 16, 17, 18**  **take home** 5/7  Marketing Plans Due |