

**Class Overview**

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| **General Class Information**  *All fields must be completed and posted in UVaCollab and World Viewable in SIS no later than two weeks prior to registration.* | | | | | | | | |
| **Subject Area &**  **Catalog Number** | ISBU 3451 | **Class Title** | FUNDAMENTALS OF MARKETING | | | | |
| **Credit Type** | **Undergraduate**  **Graduate** | | **Credit**  **Noncredit** | | **Delivery Method** | **P (In-Person)**  **CI (Classroom/Internet)**  **WB (Web-Based)** | |
| **Re-licensure**  **Re-certification Points** |  | | | **Approval Date**  *(For internal use only)* | | |  | |

1. **Class Description (Use the SIS 400 characters from catalog description)**

MARKETING IS THE ART OF PLACING GOODS AND SERVICES BEFORE YOUR INTENDED CUSTOMER. IN PRACTICE, MARKETING IS A DYNAMIC FUNCTION INVOLVING STRATEGIC DECISIONS AND PRECISE PLANNING. DETERMINING CONSUMER PREFERENCES, BUILDING A BRAND NAME, ENSURING THE RIGHT PRODUCT PLACEMENT, PRICING YOUR GOODS COMPETITIVELY, AND REACHING YOUR TARGET AUDIENCE ALL COME INTO PLAY.

THIS COURSE WILL FOCUS ON THE BUSINESS OF MARKETING IN BOTH FOR-PROFIT AND NOT-FOR-PROFIT ENTERPRISES. INSTRUCTION WILL TAKE YOU THROUGH THE STAGES OF THE MARKETING CYCLE FROM INITIAL PLANNING THROUGH CONSUMER PURCHASE. TOPICS INCLUDE UNDERSTANDING CLIENT BEHAVIOR, COMMON MARKETING PRACTICES, ENVIRONMENTAL FACTORS THAT AFFECT PURCHASING DECISIONS, ETHICAL ISSUES, AND GLOBAL RELATIONS IN MARKETING

1. **Learning Outcomes**

UPON COMPLETION OF THIS COURSE, STUDENTS WILL BE ABLE TO:

1. DESCRIBE THE STRATEGIC MARKETING PROCESS

2. EXPLAIN THE FACTORS THAT INFLUENCE CONSUMER DECISIONS AND BUYING BEHAVIOR

3. DESCRIBE THE PROCESS OF MARKET SEGMENTATION AND TARGETING

4. EXPLAIN THE PROCESSES OF PRODUCT DEVELOPMENT, INTRODUCTION, AND POSITIONING

5. DISCUSS PRICING STRATEGIES

6. DESCRIBE THE DIFFERENT MARKETING CHANNELS

7. DESCRIBE THE METHODS USED TO PROMOTE PRODUCTS TO DIFFERENT MARKETS.

1. **Assessment Components**

EXAMS (2) 40%

SIMULATION 40%

ASSIGNMENTS 30%

PERFORMANCE 10%

ADDITIONAL ASSIGNMENTS & QUIZZES 5%

LEVEL AND QUALITY OF PARTICIPATION 15%

TOTAL 100%

1. **Required Text (include ISBN, specific edition)**

THE REQUIRED MATERIALS FOR THE COURSE ARE:

• GARY ARMSTRONG AND PHILIP KOTLER MARKETING: AN INTRODUCTION 11/E (NEW JERSEY: PEARSON PRENTICE HALL, 2013)

ISBN-10: 0-13-274403-1 • ISBN-13: 978-0-13-274403-4

• MARKETPLACE ONLINE SIMULATION, INNOVATIVE LEARNING SOLUTIONS, INC.

• SUPPLEMENTAL MATERIALS TO BE DISTRIBUTED IN CLASS OR AVAILABLE ON COLLAB

1. **Required Additional Resources and Technical Components**

THIS COURSE WILL HAVE A UVACOLLAB SITE TITLED “14SP ISBU 3451-201.” THIS TAB SHOULD APPEAR ON YOUR COLLAB LIST WHEN YOU HAVE ENROLLED IN THE COURSE. TO ACCESS COLLAB, EACH STUDENT MUST HAVE A UVA COMPUTING ID AND PASSWORD, INTERNET EXPLORER (7.0 OR ABOVE) OR MOZILLA FIREFOX, AND HEADSET/MICROPHONE FOR ONLINE INTERACTIONS. THE COLLAB SITE WILL BE USED FOR THE FOLLOWING:

COURSE INSTRUCTION: THE CLASS SYLLABUS, RESOURCES, ASSIGNMENTS, AND END OF SEMESTER EVALUATIONS WILL BE ACCESSIBLE THROUGH UVACOLLAB. IN ADDITION, QUIZZES WILL BE ADMINISTERED AND ASSIGNMENTS SUBMITTED THROUGH UVACOLLAB.

COMMUNICATION: WHILE THIS IS A FACE-TO-FACE COURSE, THE COMMUNICATION FEATURES OF UVACOLLAB WILL BE UTILIZED TO FACILITATE STUDENT ASSIGNMENTS AND GROUP ACTIVITIES. THESE WILL INCLUDE, BUT ARE NOT LIMITED TO, ANNOUNCEMENTS, DISCUSSION BOARDS, COURSE EMAILS, AND VIRTUAL OFFICE HOURS.

COURSE EVALUATIONS: ALL COURSE EVALUATIONS ARE NOW CONDUCTED ONLINE. ALL REGISTERED STUDENTS WILL RECEIVE AN EMAIL DIRECTING YOU TO THE COURSE EVALUATION WHEN THEY ARE AVAILABLE AT THE END OF THE SEMESTER.

IF YOU HAVE TECHNICAL QUESTIONS OR ISSUES WITH UVACOLLAB, THE FOLLOWING RESOURCES MAY BE OF VALUE:

• LOGIN/PASSWORD: SCPSHELPDESK@VIRGINIA.EDU

• UVACOLLAB: IDTTEAM@VIRGINIA.EDU AND/OR COLLAB-SUPPORT@VIRGINIA.EDU

1. **Other Class Expectations (for Classroom/Internet and Web-Based classes, specify any live (synchronous) meetings dates, times, delivery mode)**

THIS IS A BLENDED CLASS. THE SCHEDULE BELOW INDICATES WHERE EACH CLASS MEETING WILL OCCUR. ONLINE MEETINGS WILL BE CONDUCTED VIA BLACKBOARD COLLABORATE THROUGH COLLAB.

DATE MEETING LOCATION

JAN 16 TCC

JAN 23 TCC

JAN 30 ONLINE

FEB 6 ONLINE

FEB 13 TCC

FEB 20 ONLINE

FEB 27 TCC

MAR 6 ONLINE

MAR 20 TCC

MAR 27 ONLINE

APR 3 TCC

APR 10 ONLINE

APR 17 TCC

APR 24 TCC