

UNIVERSITY OF THE INCARNATE WORD
HEB School of Business and Administration
BMKT 3331: Principles of Marketing
Syllabus

Catalog Description

Introductory course providing comprehensive coverage of marketing concepts and strategies. A managerial approach is used that focuses on the practices, problems and decisions of the marketing manager.

Context

Prerequisite: None

Principles of Marketing is the introductory survey course to all Marketing concentration courses at the University of the Incarnate Word. The course is also part of the curriculum for other UIW programs that require knowledge of the marketing environment.

The course is required for Business Administration students

The course may not be repeated for credit.

This course may be offered in a face-to-face, online, or hybrid format

Grade Mode: Normal

Course Overview

Principles of Marketing introduces students to the internal and external environment, market structures, and changes in the marketing environment that affect other business functions.

Technology used includes PowerPoint lecture format, videos, and internet research. The topics to be included are the internal and external marketing environment, product, promotion, price, and distribution strategies, as well as topics such as product concepts, branding, and marketing channels. Assessment strategies include exams, pop quizzes, written case studies, PowerPoint presentation, verbal participation, and attendance.

This course will address the following topics:

- Market segmentation
- Product decisions
- Distribution decisions
- Pricing decisions
- Promotional decision
- International marketing
- Marketing research
- Business to business marketing
- Ethics and Social responsibility in marketing

Course Outcomes and Assessments

Course Outcomes Upon completion of the course, students will be able to:	Assessments The objectives will be assessed by:	HEBSBA Program Learning Outcomes	HEBSBA Student Learning Outcomes
Identify new and diverse information and apply it in different business settings.	By exams and pop quiz scores; case analysis	Perspectives (P). Our students will consider diverse points of view and apply them toward issue resolution.	P1: Identify diverse points of view when seeking resolution to business-related issues. P2: Assess the potential global, environmental, and socio-economic impact when seeking resolution to business-related issues.
Discuss the course content to explain the significant role marketing plays in the economy.	By exams and quizzes	Foundation (F). Our students will have a broad-based knowledge in the functional areas of business.	(F1): Demonstrate proficiency in the principles of key business disciplines.
Apply marketing concepts to selected cases. Demonstrate analytical skills and critical thinking.	By written case analysis	Reasoning (R). Our students will be critical thinkers and decision makers able to use qualitative and quantitative methods.	(R1): Apply relevant information to arrive at a well-reasoned conclusion.
Use technology as a tool to prepare well-prepared dialogue and presentations.	Use of Blackboard discussions and case presentation	Interaction (I). Our students will demonstrate effective oral, writing, and teamwork skills.	(I1): Produce well-prepared oral dialogue and presentations. (I2): Create well-written business documents. (I3): Utilize teamwork skills to collaborate in diverse business settings.

Academic Honesty Statement

The highest standards of academic honesty are expected in the course. Forms of academic dishonesty include, but are not limited to cheating, plagiarism, counterfeit work, falsification of academic record, unauthorized reuse of work, theft, collusion. See the student handbook for definitions and procedures for investigation of claims of academic dishonesty.

Disability Accommodations:

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E, Title III of the Americans with Disabilities Act (ADA), and Title III of the ADA Amendments Act of 2008 (ADAAA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. To qualify for services, the student must provide Student Disability Services with the appropriate documentation of his or her disability at the time services and/or accommodations are requested.

Pregnancy Accommodations:

Under the Department of Education's (DOE) regulations implementing Title IX of the Education Amendments of 1972, the University does not discriminate against any student on the basis of pregnancy or pregnancy related conditions.

To request reasonable accommodations for disability, temporary disability (e.g., injury, surgery) or pregnancy, please contact:

Student Disability Services
4301 Broadway CPO 286
Administration Building – Suite 105
San Antonio, TX 78209
(210) 829-3997
(210) 829-6078
www.uiw.edu/sds

Title IX Information

University of the Incarnate Word is committed to providing an environment that emphasizes the dignity and worth of every member of its community and that is free from sexual misconduct, including sex based discrimination, sexual harassment, sexual assault, sexual exploitation, stalking, relationship violence (including domestic and dating violence), and retaliation. The university encourages the prompt reporting of any incidents. For more information, or to report an incident, please visit www.uiw.edu/titleix.

Class Absences for Religious Observances

The University of the Incarnate Word welcomes persons of diverse backgrounds and is therefore committed to providing reasonable accommodations for students wanting to attend religious observances and who will miss class. Students must inform instructors at least two weeks prior to attending a religious observance. Students use the form found in the UIW Student Handbook & Student Code of Conduct to request accommodations from the instructor.

Approval date: