



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: Principles of Marketing
Course Number: MKT121

Required Materials

Textbook(s): “Marketing, Real People, Real Choices”—10th Edition, by Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart—ISBN10: 0-13-5199891 or ISBN13: 978-0-13-5199893

Required Readings: None

Additional Materials: None

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16-week Calendar	
Week	Chapter/Topic/Lab
1	Chapter 1: Welcome to Marketing in the Modern World: Create and Deliver Value, Chapter 1 Quiz
2	Chapter 2: Global, Ethical, and Sustainable Marketing, Chapter 2 Quiz Chapter 3: Strategic Market Planning, Chapter 3 Quiz
3	Assignment 1: The Walt Disney Company Steps Into the BCG Matrix
4	Chapter 4: Market Research, Chapter 4 Quiz
5	Chapter 5: Marketing Analytics: Welcome to the Era of Data-Driven Insights!, Chapter 5 Quiz
6	Chapter 6: Understand Consumer Markets, Chapter 6 Quiz
7	Chapter 7: Segmentation, Target Marketing, and Positioning, Chapter 7 Quiz, Assignment 2: Brand YOU: Why Employers Buy
8	Marketing Project Part 1
9	Chapter 8: Product I: Innovation and New Product Development, Chapter 8 Quiz
10	Chapter 9: Product II: Product Strategy, Branding, and Product Management, Chapter 9 Quiz Chapter 10: Price: What is the Value Proposition Worth?, Chapter 10 Quiz
11	Assignment 3: Product Life cycle: Taking Your Product/Service From Start to Finish
12	Chapter 13: Promotion I: Planning and Advertising, Chapter 13 Quiz
13	Chapter 11: Physical Distribution Concepts and Business-to-Business Markets, Chapter 11 Quiz, Marketing Project Part 2
14	Chapter 12: Deliver the Customer Experience, Chapter 12 Quiz

16-week Calendar	
Week	Chapter/Topic/Lab
15 and 16	Chapter 14: Promotion II: Social Media Platforms and Other Promotion Elements, Chapter 14 Quiz Assignment 4: Wrap It Up: Promoting a Product/Service

8-week Calendar	
Week	Chapter/Topic/Lab
1	Chapter 1: Welcome to Marketing in the Modern World: Create and Deliver Value, Chapter 1 Quiz Chapter 2: Global, Ethical, and Sustainable Marketing, Chapter 2 Quiz
2	Chapter 3: Strategic Market Planning, Chapter 3 Quiz Assignment 1: The Walt Disney Company Steps Into the BCG Matrix Chapter 4: Market Research, Chapter 4 Quiz
3	Chapter 5: Marketing Analytics: Welcome to the Era of Data-Driven Insights!, Chapter 5 Quiz Chapter 6: Understand Consumer Markets, Chapter 6 Quiz, Chapter 6 Quiz Assignment 2: Brand YOU: Why Employers Buy
4	Chapter 7: Segmentation, Target Marketing, and Positioning, Chapter 7 Quiz Chapter 8: Product I: Innovation and New Product Development, Chapter 8 Quiz Marketing Project Part 1
5	Chapter 9: Product II: Product Strategy, Branding, and Product Management, Chapter 9 Quiz Chapter 10: Price: What is the Value Proposition Worth?, Chapter 10 Quiz
6	Chapter 13: Promotion I: Planning and Advertising, Chapter 13 Quiz Assignment 3: Product Life Cycle: Taking Your Product/Service From Start to Finish
7	Chapter 11: Physical Distribution Concepts and Business-to-Business Markets, Chapter 11 Quiz Chapter 12: Deliver the Customer Experience Marketing Project Part 2
8	Chapter 14: Promotion II: Social Media Platforms and Other Promotion Elements, Chapter 14 Quiz Assignment 4: Wrap It Up: Promoting a Product/Service