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MARKETING

BU351

Susan Bailey

Marketing

Course Information:

1. Business
2. One Semester
3. CP1
4. Any junior or senior is eligible
5. No Prerequisites
6. No Application Process



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Course Description:

- Marketing is a class designed to introduce key marketing concepts to students. Through case studies, group discussions, and other class activities, students will learn the concepts of price, product, promotion, distribution, market research and meeting customer needs.
- Throughout the semester, students will work in teams on various marketing projects designed to expose them to real customers, determine those customers' needs, and develop strategies to achieve those needs.



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Academic Requirements:

1. Homework- Every class period – 30 minutes
2. Four projects
3. Reading – Each student will have an e-book for regular reading. In addition, we will read excerpts from more current books (such as “Socialnomics” and “Buyology”) and periodicals. All of this reading will be provided electronically.
4. Two hours of work per week



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- Examples of student learning:
 - Corporate Social Responsibility (CSR) Project
 - Analysis of Social Media and its impact on Marketing
 - Design and development of Market Research
 - Guest speakers on Marketing careers



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- Why should the student take this course?
 - If you are planning on majoring in any business field, you will most likely be required to take an Introduction to Marketing class in college. This course will prepare you for that class. It will also help you decide if a career in Marketing or Sales is right for you!
 - If you are planning on owning your own business, you will need to learn how to meet your customers' needs.



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