Objectives: Review of the marketing process – the creation of goods and services in response to consumer wants and needs. Topics focus on the marketing function within business firms and non-profit organizations in both domestic and international environments.

Attendance: Required.

Reading: Just *Comprehensive Stress Management*, Greenberg.

Grading: Standard Stockton Grading

Paper/Project: In class participation.
MKTG 3110-091, 092
Marketing Principles
Jennifer Barr
T 8:30 A.M.-10:20 A.M.
Spring 2006

Course Content: lectures, videos, textbook reading, and class discussion.

Prerequisite: not open to Freshmen.

Attendance: strongly encouraged

Class Format: the course will be approached as a hybrid distance learning telecourse. We will meet once a week in a traditional classroom setting and videos will be viewed outside of class.

Required Text and Videos: Marketing (7th ed.), Lamb, Hair & McDaniel

Papers/Projects: written assignments

Evaluation: three exams and class participation
MKTG 3110-093
Principles of Marketing
Karen Stewart
To Be Announced
Spring 2006

Objectives: To introduce students to the broad and dynamic field of marketing.

Course Content: This is a distance-learning course. The course examines the functional areas of marketing including such topics as the role of strategic planning; the marketing environment, consumer behavior, marketing research, market segmentation, targeting, and positioning, and the 4 P’s of marketing. Consequently, it will necessitate a great deal of independent learning on the part of the student.

Prerequisites: Not open to freshmen.

Attendance: Students will need to come to Stockton for orientation and to take exams.

Program/Projects: Video and written assignments

Evaluation: Three exams, written exercises
Objectives: the primary goal is to have students apply the theories and concepts learned in previous marketing courses to a strategic, decision-making environment. Previous coursework in marketing, management, finance and economics will provide an important foundation for case analyses and class discussions.

Course Content: case analyses, textbook reading, brief lectures and class discussion.

Prerequisites: open to senior marketing majors only; MKTG 3210; FINA 3110

Attendance: mandatory

Class format: seminar

Requirements: casebook, textbook, marketing simulation game, Wall Street Journal subscription

Papers/Projects: case analyses, oral presentations, and written plan of strategy and analysis of performance papers for simulation game.

Evaluation: case analyses, performance in marketing game, and participation.
Objectives: This course is designed to give advanced students in Marketing the opportunity to obtain practical experience in the field or to research a special area in which they have an interest.

Course Content: This course has two possible avenues of approach: Internship or a Research Project. This course can only be used as a Marketing Elective. It CANNOT be used to substitute for any regularly scheduled program courses.

Prerequisites: Open to seniors only with a minimum GPA of 2.5. POI

Attendance: Independent Study--either through a research paper or an internship with a profit or non-profit organization.

Class Format: Individually designed by the instructor.

Papers/Projects: Status/progress reports and final reports/research papers.

Evaluation: Includes evaluation by supervisor (for internship only); extent and comprehensiveness of internship or research; promptness and completeness of status/progress reports; analysis of work undertaken; etc.