THE UNIVERSITY OF THE WEST INDIES, ST. AUGUSTINE
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MANAGEMENT STUDIES

MGMT 2023 – PRINCIPLES OF MARKETING
COURSE OUTLINE

No. of Credits: 3
Level: II
Pre-Requisite(s): ACCT1002 - Intro. To Financial Accounting and
ECON1001 - Intro to Mathematics or AGBU 1005

Course Description

This course is intended to provide students with the conceptual framework and analytical skills necessary for the analysis of markets and marketing activities of firms in a dynamic environment.

Course Rationale

- The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society.

GOALS/AIMS

- To analyze the role of marketing within the firm and society.
- To expose students to the two parts of a marketing strategy: the target market and the marketing mix.
- To study the four basic variables in the marketing mix: product, promotion, price, and distribution. To exercise analytical, communication, and presentation skills – the basic tools of marketing.
Learning Outcomes

By the end of this course students should be able to:

- **Explain** basic marketing concepts and techniques
- **Appreciate** the role of marketing within the business
- **Analyze** a firm’s marketing strategy
- **Understand** the fundamental elements of the marketing mix
- **Propose** appropriate marketing tactics

Course Assessment

Coursework Exam – 40%
Final exam – 60%

Evaluation

COURSEWORK

1. **Mid-Term Examination (20%)**
   - ‘Multiple-choice’ questions
   - One hour in duration.

2. **Group Assignment – (20%)**
   - 10 pages (excl. Cover Page).
     - Font *Arial*, Font Size 11, Typed 1.5 Spaced, Bound/Stapled
     - Cover Page indicating Group and Members
     - All Pages to be numbered
     - Headings and Subheadings appropriately formatted/sized

   - **Report Format**
     - Objective of Assignment
     - Overview of Service Provider/Products
     - Observations and Findings
     - Recommendations

FINAL EXAM (60%)

3. **Final Examination (60%)**
   - ‘Application’ questions and/or ‘case’ analyses, covering all areas taught in semester
   - Two hours in duration.
**Teaching Strategies**

- Any combination of Lectures, PowerPoint, Exercises/Assignments, Class/On-line Discussions and Cases.
- **Students are normally expected to attend ALL classes and every class will proceed on the assumption that the assigned readings/cases have been thoroughly analyzed, and that each student will be in a position to actively and meaningfully participate in class discussions.**
- Exercises will be carried out in class to clarify the application of the concepts delivered in the lectures.
- Students may also be assigned exercises/assignments to complete outside the classroom, which may form the basis for class discussion. **In addition, students should attempt to complete the end-of-chapter questions and/or any past exam papers.**
- The chapters from the text will be used to develop key themes but may not always be covered in extensive detail. You should note, however, that evaluation will assume that students have undertaken assigned readings **in full.**
- The weekly class schedule requires THREE HOURS of contact. Students will have a **single THREE-HOUR session, in which both teaching and individual/group discussions will occur.**
- Students are expected to attend classes with their textbooks in possession and the usage of photocopied textbooks will not be tolerated as this represents a copyright infringement.

**Resources**

**Required Text:**


**Recommended Sources:**

- Internet Research, Journals, Newspapers & Magazines

**Additional Information**

**Plagiarism:** Plagiarized material will not be graded and students will receive a failing grade for the following:

1. Quoting verbatim or almost verbatim from a source (such as copyrighted material, notes, letters, business entries, online download /computer materials etc.) without acknowledgment;
2. Submitting someone else's work, in whatever form without acknowledgment;
3. Knowingly representing as one's own work any idea of another.
Academic Dishonesty also includes a failure on your part to keep your current and past assignments out of the hands of other students who may misrepresent their origins. It is also suggested and recommended that you keep a record and/or rough drafts of written or other work until you have received your final grade.

Missed Test/ Late Submissions:

- **No make-up exam will be given for missing the Mid-Term Exam.** If it is missed, the student will receive zero for that particular exam unless the appropriate medical certificate or other relevant documents, have been filed and ACCEPTED by the Department/Faculty Office.
- **All papers/case studies are DUE on the date assigned.**

UNIVERSITY ACADEMIC INTEGRITY POLICY/EXAMINATION REGULATIONS

- Please consult Section V (especially sub section B which deals with cheating) of the University of the West Indies, Examination Regulations for First Degrees, Diplomas and Certificates for details of this policy.
- General Examination Regulations 19 – Absent from lectures and tutorials

**Code of Conduct during Class**

The following guidelines facilitate the creation and maintenance of an effective learning environment. All students are expected to adhere to the guidelines throughout the semester.

- Switch off all cellular phones and beepers before the start of each class session
- Be civil at all times. We can disagree without being disagreeable
- Read all assigned materials and attempt all assigned problems before the start of each class
- Participate in class discussions. Question on the subject matter are welcomed at any tome
- Deadlines are firm! Plan to meet them

**Grading System**

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<tr>
<th>Grade</th>
<th>A+</th>
<th>A</th>
<th>A-</th>
<th>B+</th>
<th>B</th>
<th>B-</th>
<th>C+</th>
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