

# Marketing Principles Fall 2009

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**Class ID/Title and Quarter/Year:** MKT 202, Marketing Principles

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**Professor:** Dr. Ashok K. Gupta

**Office Location:** 609 Copeland Hall

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**Prerequisites:** None

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## **Required and Optional Materials:**

Text(s): *Principles of Marketing*, Kotler and Armstrong, 12<sup>th</sup> Edition  
ISBN-10: 0136079415 • ISBN-13: 978-0136079415

Additional or Optional Materials: One Key Pass (study Guide) and DVD.

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**Learning Objectives:** (i.e. after completing this course, students will be able to: (describe what students should be able to do, know, analyze, etc.)

If you leave this course with broad understanding of marketing activities, the learning objective for this course has been achieved. Some specific objectives of the course include:

- To understand the fundamental marketing concepts and how a firm can become market-oriented.
  - To understand what role marketing plays in the organization and how it influences the quality of life of masses in general.
  - To analyze critically the marketing process, the environment within which it operates, and the institutions and functions that are performed.
  - To understand how basic marketing ideas are applicable to other than business institutions and to personal career and consumption patterns.
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## **Course Description:**

This course is to provide students a taste of what marketing is about.

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## **Exam / Assignments Requirements:** (If known)

Number of exams: 4  
Proctoring requirements: NO

Special examination requirements (i.e. open book with notes allowed, calculators permitted, etc.):  
Calculator Permitted. Closed Book and Notes

Number of Written Assignments: 4 out of 7