

**INTRODUCTION TO MARKETING SYLLABUS**  
**THE PHILADELPHIA CENTER**

Instructor: Mary FitzGerald  
[Marykfitzgerald@yahoo.com](mailto:Marykfitzgerald@yahoo.com)

IDS 364

310-779-8674 mobile (available after class and by appointment - email preferred no texting unless urgent).

**COURSE DESCRIPTION:** This class will serve as an introduction to the principles, concepts and theories of marketing, and how they are applied in everyday life all around you. The course will provide an overview of what types of skills marketers need as well as discuss disciplines within and related to the genre of marketing. Current trends, changes and controversies in modern marketing will be addressed and students will be encouraged to observe marketing in action and will be encouraged to bring their interests into the classroom for dialogue, assignments and projects as permissible. Experiential learning will be incorporated to enhance the classroom environment and input from marketing professionals and inclusion of external opportunities will be included as available.

**TEXT:** Armstrong and Kotler, *Principles of Marketing*, Global Edition. Additional sources as assigned.

**HELPFUL LINKS:** American Marketing Association, online marketing dictionary: <https://www.ama.org/resources/Pages/Dictionary.aspx>

**COURSE OBJECTIVES:**

The course will provide:

- (1) an overview of marketing - the empathetic art of building relationships between products and services, and unique consumers, business, and markets.
- (2) an understanding of the fundamental principles of marketing and the abstract theory and concepts of marketing as brought to life by case studies and modern day examples
- (3) a basic understanding of branding, customer centricity, segmentation, pricing and go to market strategies
- (4) an understanding of the elements of and skills needed to successfully create marketing plans, and
- (5) an understanding of the current trends, ethics and controversies of modern marketing and cross disciplines and types of career paths in marketing

**COURSE TIME:** Monday evenings 5:30-8:30 PM

**SCHEDULE.** The following is subject to change as necessary. Updates will be announced in class or emailed to the [marketing@tpc.edu](mailto:marketing@tpc.edu) group list. Assignments will be relayed in class but if instructor has to miss class, assignments may be emailed.

**WEEK ONE:** Introduction and Course Overview; Definition of and fundamental principles of marketing, importance of marketing, value proposition, the role of the customer, examples of marketing in action, marketing landscape.

**WEEK TWO:** Role of marketing in the organization, BCG matrix, the product market expansion grid, 4P's, 4C's, introduction of a marketing plan components, Marketing Environment.

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**WEEK THREE:** Digital marketing, Marketing Ethics, Marketing Research & Data, Value of Customer Insights, Consumer Behavior, Brief Overview of B to B marketing.

**WEEK FOUR:** Market Segmentation Marketing Strategies, A More in Depth Look at Targeting and Positioning, Competitive Advantage.

**WEEK FIVE:** Product Innovation and Idea Generation, How to market your product or service, branding, sponsorship, product life cycle.

**WEEK SIX:** Consumer marketing in action and discussion and evaluation of successful advertising and marketing campaigns, pricing, Midterm review,

**WEEK SEVEN:** Midterm, Final Marketing Plan Project Discussion and Questions.

**WEEK EIGHT:** Guest Speakers/Field Trip (subject to change)

**WEEK NINE:** Marketing Supply Chain and Channels, Retail, Wholesale, Online

**WEEK TEN:** Promotion Mix, Advertising, Public Relations (PR)

**WEEK ELEVEN:** Personal Selling, Creating Competitive Advantage, Careers in Marketing

**WEEK TWLEVE:** The Global Arena, Ethics in Marketing, Social Responsibility

**WEEK THIRTEEN:** Wrap up - Overview of Key fundamentals, successful campaigns, avoiding pitfalls, opportunities/roles, Q&A.

**WEEK FOURTEEN:** FINAL PROJECT and PEER EVALUATIONS

**COURSE GRADING**

25% ATTENDANCE AND PARTICIPATION (regular attendance and frequent participation are necessary to learn in this course)

25% INDIVIDUAL ASSIGNMENTS and MINI CASE STUDIES

15% MID TERM

25% FINAL PROJECT

10% PEER EVALUATIONS