Dr. Linda L. Golden, Marketing 337, Principles of Marketing

Marketing is that function of an organization that facilitates exchange, among other actions. It is central to the success of any enterprise whether it exists for financial profit or for social profit. We will discuss the functions of marketing and the actions that facilitate it, as well as methods for making marketing successful in connecting the demand side with the supply side. We will utilize traditional textbook readings as well as lectures that go beyond the textbook for an integrative perspective with an emphasis on class discussion.

There is no course syllabus available at this time. However, the course will have four multiple choice examinations with one optional cumulative make up exam toward the end of the semester. Each exam will be worth 20% of the semester’s grade, and class participation will also be represented by 20%.