BMT 1400—Concepts of Marketing
Three Semester Hours

PREREQUISITES:
University Requisite: None

COURSE DESCRIPTION:
BMT 1400 focuses a wide lens on the subject of marketing. The journey through this course will allow the student to better understand how all the elements that make up the term "marketing" lead to a better overall strategic vision and plan for a firm.

METHODS OF COURSE INSTRUCTION:
All material for this course is print-based. Instructor and students communicate and exchange materials through postal mail.

E-PRINT OPTION:
In this course an option exists to use e-mail to submit your lesson assignments. Your assignment will be returned to you either as an e-mail attachment or as a hard copy sent through the postal mail, depending on the preferences of the instructor and/or program.

TEXTBOOK AND SUPPLIES:

NUMBER OF LESSONS:
The course has ten lessons complete with graded assignments, including one supervised final examination.

- Lesson 1: Marketing Strategy and Customer Relationships
- Lesson 2: Environmental Forces and Social and Ethical Responsibility
- Lesson 3: Marketing Research and Target Market Analysis
- Lesson 4: Buying Behavior, Global Marketing, and Digital Marketing
- Lesson 5: Product Decisions
- Lesson 6: Distribution Decisions
- Lesson 7: Promotion Decisions
- Lesson 8: Pricing Decisions
- Lesson 9: Problem-Solving/Decision-Making Process
- Lesson 10: Final Examination
TYPES OF WRITING ASSIGNMENTS:

Each lesson (with the exception of Lesson 10: Final Examination) will contain the following elements:

- **Reading Assignment**—This will come from the course text with an occasional non-textbook contained reading. Students will need to ensure they have read and absorbed the lesson reading assignment before attempting the remaining elements of the lesson.

- **Key Learning Objectives by Chapter**—This will be a quick list of key learning objectives emphasized for each chapter contained in each lesson.

- **Lesson Quiz**—Each quiz will consist of 25 multiple-choice and true/false questions covering core concepts from the lesson. Students will demonstrate their understanding of the material covered in the lesson via their responses. Worth 25 points toward the total 50-point lesson grade.

- **Lesson Case Analysis**—This will consist of three applied learning questions related to the required reading for the particular lesson. The questions will be used to demonstrate your applied understanding of several core concepts from the lesson. This element will be worth 25 of the 50 points in the lesson.

GRADING CRITERIA:

Your final grade for the course will be determined as follows:

- Lessons 1–9: Quizzes and Case Analysis work 75%
- Lesson 10: Final Examination 25%