BMT 1400—Concepts of Marketing
Three Semester Hours

PREREQUISITES:
None

COURSE DESCRIPTION:
Introduction to problems of manufacturers, wholesalers, and retailers as they relate to modern marketing, market, and product.

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 nine lessons complete with graded assignments, including one course project, and one supervised final examination.
- Lesson 1: The World of Marketing (Chapters 1–5)
- Lesson 2: Analyzing Marketing Opportunities (Chapters 6–9)
- Lesson 3: Product Decisions (Chapters 10–12)
- Lesson 4: Midcourse Project
- Lesson 5: Distribution Decisions (Chapters 13–14)
- Lesson 6: Promotion and Communication Strategies (Chapters 15–18)
- Lesson 7: Pricing Decisions (Chapters 19–20)
- Lesson 8: The Problem-Solving/Decision-Making Model—Addendum A
- Lesson 9: Final Examination
TYPES OF WRITING ASSIGNMENTS:

Each lesson (with the exceptions of Lesson 4: Midcourse Project and Lesson 9: 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 (not applicable to Lessons 4, 8, and 9).

- **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 response to instructor-provided questions. Worth 25 points toward the total 50-point lesson grade. (Not applicable to Lessons 4, 8, and 9.)

- **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. (Not applicable to Lessons 4, 8, and 9.)

GRADING CRITERIA:

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

- Lessons 1, 2, 3, 5, 6, 7, 8: Quizzes and Case Analysis work 30%
- Lesson 4: Midcourse Project 20%
- Lesson 9: Final Examination 50%

Total: 300 points