

# MARKETING AND BUSINESS FOUNDATIONS OF WORK-BASED EDUCATION EMKT 4110/6110

The University of Georgia  
Marketing Education

**COURSE DESCRIPTION:** Business and marketing concepts, business environments, and managerial systems in work-based education programs, with emphasis on instructional strategies.

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## **MATERIALS:**

1. **Text** – Farese, L. S., Kimbrell, G., & Woloszyk, C. A. (2002). Marketing Essentials. Glencoe/McGraw-Hill.
2. **Notebook** – Three-ring loose leaf notebook is suggested.

## **COURSE APPROACH:**

Classes will be a combination of discussion, various exercises (conducted both inside and outside of the classroom), and lectures. Your class participation is **APPRECIATED** and **EXPECTED**.

## **GENERAL COURSE OBJECTIVES:**

1. Develop personal traits that are desirable in business and society.
2. Demonstrate effective communication skills.
3. Recognize the importance of teamwork to goal achievement.
4. Develop good work and study habits.
5. Demonstrate regular commitment to quality work.
6. Develop pride in a job well done.
7. Develop a critical attitude in judging one's own work.
8. Make regular and meaningful contributions to the class.
9. Develop an understanding and appreciation of his/her chosen career.
10. Develop ideals of cooperation, courtesy, dependability, loyalty, self-reliance, and responsibility.

## **SPECIFIC COURSE OBJECTIVES:**

1. Identify and define marketing concepts, functions, and benefits.
2. Probe the scope of marketing in our economic society.
3. Describe and apply the marketing concept.
4. Allegorize strategies for reaching potential markets.
5. Explore market behavior and develop customer/client profiles.
6. Explain consumer behavior and consumer consumption patterns.
7. List basic business marketing functions.
8. Discuss business ethics and social responsibility.
9. Investigate characteristics of consumer, industrial, and international markets.
10. Explain the importance and functions of marketing research.
11. Describe steps used when conducting marketing research.
12. Evaluate procedures associated with the product planning structure.
13. Identify key product mix strategies.
14. Diagram channels of distribution for consumer and industrial markets.
15. Characterize the role of promotion in marketing.
16. Classify and describe promotional options.
17. Demonstrate the eight steps of the sales process.
18. Interpret selling techniques applicable to industrial and retail sales.
19. Participate in an active academic community learning experience.
20. Create activities appropriate for use in marketing education classrooms.

**COURSE ASSIGNMENTS & EVALUATION**

All assignments **MUST** be turned in by the stated due date. Ten points will be deducted from the student's total points for **EACH DAY** it is late--**including weekends**. A grade of **ZERO** will be issued for failure to turn in assigned work.

1. **Attendance/Participation** – Regular attendance is required. However should something cause a student to be absent from class, 10 points will be deducted from the attendance grade. Attendance and participation is worth a total of 100 points. Students are responsible for notes, activities, and any assignments completed during an absence. **Any student missing MORE than three classes will earn a grade of F.**
2. **Marketing Education Classroom Activities** – Each student will be required to prepare **two** marketing education classroom activities that correspond to selected text chapters. Classroom activities will be worth 50 points each for a total of 100 points. Activities will be compiled into a workbook and distributed to classroom teachers. Detailed instructions will be provided. **The first activity will be due on Wednesday, September 19, 2001. The second activity will be due on Wednesday, October 17, 2001.**
3. **Major Project** – Students will be required to participate in an active academic community learning experience. This will consist of students contributing a minimum of 15 hours to a service agency where they will become actively involved in its mission, examination of its marketing functions and strategies, and ultimately create a marketing plan that will be presented for evaluation. An academic community learning portfolio will be developed. Detailed instructions will be provided. This major project will be worth 200 points (Proposal = 10 points; Hours of service = 30 points; Marketing plan/Portfolio = 100 points; Presentation = 60 points). **The major project will be due no later than the end of class, Wednesday, November 7, 2001.**
4. **Graduate Students** – Students taking this course for graduate credit will be expected to submit a proposal for an extra assignment. Examples of extra assignments include a teaching project, research paper, and book review (other ideas also may be appropriate). The graduate project will be worth a total of 100 points. **This project will be due no later than Wednesday, November 28**
5. **Extra Credit** – Students are encouraged to read and review articles related to topics discussed in the course for extra credit. Students may complete up to 5 article reviews for extra credit (for a total of 25 points extra credit). Each article review submitted **MAY** earn up to 5 points extra credit. Extra credit article reviews cannot be from newspapers, more than three years old, and must be typed! **The last date to turn in these article reviews is Wednesday, November 28, 2001.**

**COURSE EVALUATION:**

Several components will be used to assess your individual progress in this course. Your final course grade will be determined by dividing your total points earned by the total points possible.

	Undergraduate	Graduate
Attendance	100 points	100 points
Activities	100 points	100 points
Major Project	200 points	200 points
Graduate Paper	not required	100 points
<b>TOTAL</b>	<b>400 POINTS</b>	<b>500 POINTS</b>
 Grade Distribution:	 A = 360 - 400	 A = 450 - 500
	B = 320 - 359	B = 400 - 449
	C = 280 - 319	C = 350 - 399
	D = 240 - 279	D = 300 - 349
	F = Below 240	F = Below 300

*\* The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.*

*\* University Honor Code and Academic Honesty Policy*  
*All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible to inform themselves about those standards before performing any academic work.*

*\* The University of Georgia is committed to full inclusion of all students. Students who, by nature of a documented disability, require academic accommodations should contact the professor during office hours. Students may also speak with Disability Services at 542-8719 to discuss the process for requesting accommodations.*

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Course Timetable

Session 1	August 22	Course Introduction
Session 2	August 29	Unit 1: The World of Marketing Chapters 1 & 2
Session 3	September 5	Unit 2: Economics Chapters 3 & 4
Session 4	September 12	Unit 3: Business and International Marketing Education Chapters 5 & 6
Session 5	September 19	Unit 5: Selling Chapters 12, 13, 14, & 15 <b>DUE: First Classroom Activity</b>
Session 6	September 26	Unit 5: Selling Chapters 12, 13, 14, & 15
Session 7	October 3	Unit 6: Promotion Chapters 17, 18, 19, & 20
Session 8	October 10	Unit 6: Promotion Chapters 17, 18, 19, & 20
Session 9	October 17	Unit 9: Marketing Information Management Chapters 28 & 29 <b>DUE: Second Classroom Activity</b>
Session 10	October 24	Unit 10: Product and Service Management Chapters 30 & 31
Session 11	October 31 <b>HAPPY HALLOWEEN</b>	<b>ACL Project Development</b>
Session 12	November 7	<b>DUE: ALL Academic Community Learning Project Portfolios</b> <i>ACL Project Presentations</i>
Session 13	November 14	<i>ACL Project Presentations</i>
☺☺☺☺☺☺☺	November 21	<i>Thanksgiving Break -- NO CLASS</i>
Session 14	November 28	<b>DUE: ALL Extra Credit Graduate Projects</b> <i>ACL Project Presentations</i>
Session 15	December 5	<i>ACL Project Presentations</i>

**\*\* This schedule is tentative and subject to change at the discretion of the instructor  
\*\* GOOD LUCK FOR A SUCCESSFUL SEMESTER!!!!**

**BUSINESS AND MARKETING FOUNDATIONS OF WORK-BASED EDUCATION  
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GRADING SHEET**

Student Name: \_\_\_\_\_ SS#: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-Mail: \_\_\_\_\_

	Points Possible	Points Earned
<b>MARKETING EDUCATION CLASSROOM ACTIVITIES</b>		
Activity #1	50	_____
Activity #2	50	_____
<b>ACADEMIC COMMUNITY LEARNING PROJECT</b>		
Proposal	10	_____
Hours	30	_____
Portfolio/Marketing Plan	100	_____
Presentation	60	_____
<b>ATTENDANCE/PARTICIPATION</b>	<b>100</b>	_____
<b>GRADUATE PROJECT</b>	<b>100</b>	_____
<b>ARTICLE REVIEWS (extra credit/optional)</b>		
#1	5	_____
#2	5	_____
#3	5	_____
#4	5	_____
#5	5	_____

Total Points Earned \_\_\_\_\_

Total Points Possible \_\_\_\_\_

GRADE \_\_\_\_\_