

Course: Bus: 320 Principles of Marketing
Term: Fall 2008
Schedule: Tuesdays 6:00-8:45 P.M.

Instructor: Debra Mason
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Instructor's Bio:

Debra L. Mason
Director, Office Racial Diversity and Inclusion, YWCA Greater Pittsburgh, July 2007 – present.
President of Victory Management (a consulting & employee training firm), February 2004 – present.

Debra received a Bachelor of Arts from Wayne State University (Detroit, MI) and a Master of Arts in Organizational Management from the University of Phoenix (Pittsburgh, PA). She is a former business executive having spent nearly 20 years at Xerox Corporation. Positions held during her career at Xerox include: Sales Manager, Staffing and Development Manager (i.e. recruiting, hiring and training), and Manager of Client Operations (managing a \$ 30 million dollar budget). As Staffing & Development Manager, Debra had oversight of various corporate training classes such as: Business Writing, Conflict Resolution, Diversity, Harassment, Leadership, Quality Stress Management and Systems Thinking. Debra joined the Center for Urban Biblical Ministry in Sept. 2005. She has taught English Proficiency, Business Law and Management.

Debra is an associate minister, organist and choir director at the Mt Zion Baptist Church in Bellevue, PA.

COURSE DESCRIPTION- BUS 320 Principles of Marketing

Marketing is about building profitable customer relationships. It starts with understanding consumer needs and wants, deciding which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract, keep and grow targeted consumers. If the organization does these things well, it will reap the rewards in terms of market share, profits and customer equity.

Textbook

Armstrong, Gary & Kotler, Phillip. Marketing An Introduction, Prentice Hall - 8th edition.

GRADES

100-90%	A
89- 80%	B
79-70%	C
69-60%	D
59%-	E

PAPERS

Students are expected to submit all work on time. The instructor may not accept late work, however, if an exception is made, students should not expect to earn full credit for assignments submitted late. Students will be given the objectives and requirements of each assignment.

COURSE REQUIREMENTS – Organizational Behavior

WEEK of	READING ASSIGNMENT	CHAPTERS	ASSIGNMENTS DUE
August 19		1	
August 26		2	
September 2		3	
September 9		4	
September 16		5	Paper I Due
September 23		6	
September 30		7&8	
October 7	Midterm		
October 14		9	
October 21		10	
October 28		11	
November 4		12	
November 11		13	Paper II Due
November 18		14	
November 25		15	
December 2		16	
December 9	Finals		

Paper I – Explain the impact of the baby boomers, generation X, and generation y on today's marketing strategies.

This paper must be:

- 6 to 8 pages
- APA format
- Include no less than 3 references

Papers submitted after the due date automatically drop one grade. Points will be taken for poor grammar, misspelled words, and for not following the APA format.

Paper II- Explain why so many dot-coms have failed. This paper must be:

- 8-10 pages
- APA format
- Include no less than 3 references

Papers submitted after the due date automatically drop one grade. Points will be taken for poor grammar, misspelled words, and for not following the APA format.