

- Describe the various types of distribution channels and their roles in marketing strategy
- Outline the various elements of retailing strategy
- Explain the concept of the promotional mix and its relationship to an overall marketing mix
- Compare and contrast the major types of advertising
- Identify the principal methods of sales promotion
- Analyze the factors affecting the relative importance of personal selling in the promotional mix

Relationship to overall mission

This course is required of all business students and as an integral part of the core curriculum of the School of Business. This course is designed to introduce students to the field of marketing and the decisions a marketing manager must make.

Grading

The final grade will be determined as follows:

First Test	30%
Second Test	30%
Final Exam	30%
Class Participation	10%

Class participation consists of (1) attending class, (2) answering questions and contributing to class discussions in a meaningful way.

Grading Scale

90 - 100	A
88- 89	B+
80 - 87	B
78 - 79	C+
70 - 77	C
68 - 69	D+
60 - 67	D
59 and below	F

Homework and Attendance

Students are expected to complete all homework assignments and to adhere to the attendance policies in the USC Aiken Bulletin. If absence in necessary, the student is responsible for obtaining missed assignments.

Test Policy

Any student who misses a test must notify me within 24 hours of the test date or receive a grade of “0”. If a make-up test is given, it will be at the discretion of the instructor.

Disabled Student Services

If you have a physical, psychological and/ or learning disability which might affect your performance in this class, please contact the Office of Disability Services, 126A B&E, (803) 641-3609, as soon as possible. The Disability Services Office will determine appropriate accommodations based on medical documentation.

School of Business Administration

MISSION STATEMENT

The School of Business Administration focuses on creating a caring learning environment in its accredited undergraduate program. The program prepares students to meet the dynamic global, technological, and ethical challenges of business and society.