Marketing 304 is an introductory marketing course. Its purpose is to familiarize you with marketing terminology, concepts, theories, ideas and practices.

Objectives:
The course takes you on a tour of marketing, with the view of achieving these objectives:
1) Provide a basic understanding of marketing concepts, strategies, and tactics.
2) Establish an entry point for those wishing to move onto advanced marketing courses.
3) Give non-marketing majors a working knowledge of the field.

Prerequisites
Junior standing or higher (56 or more credit hours)

Course Approach
Classes will be a combination of lectures, discussions, and various exercises conducted both inside and outside of the classroom.

Required Text
Course Lecture/Study Guide is available in class (first week only) and from the Marketing Department. Please note that the lecture guide contains printed assignments that you will need to complete, print your name, sign, date and tear out for submission in-person, in-class on the assigned date as denoted on this syllabus.

NEW THIS SEMESTER: A special form must be completed in order to purchase the lecture guide. The form is available online through the course website. We will also send you the form by email before the semester begins.

1 Should there be the need to do so, I reserve the right to modify any part of this syllabus during the semester. Any changes will be announced in class.
Lecture guides can be purchased for **$40** (cash or check only; please make checks payable to SIU Department of Marketing in class during the first week, or during the following times in the Marketing Department (Rehn Hall, 2nd Floor, Room 229):

M – W – F       8:30-11:30am & 1:00-4:00pm  
T – R               8am-4:30pm except during lunch hours 12:00-1:00p,  

No credit, debit or debit dawg cards will be accepted.

If you are on an athletic scholarship, you will need to go to the individual who handles your scholarship in Athletics. They will give you a transfer voucher (they are aware of the procedure from past semesters) which you will then bring to the Department of Marketing in Rehn Hall, Room 229 along with the attached form for your LG.

*Please bring your lecture guide to class because you will need to take additional notes in it.*

**Important University Links**


Spring 2106 academic calendar - [http://registrar.siu.edu/calendars/academic1516.html](http://registrar.siu.edu/calendars/academic1516.html)

Graduation deadline and ceremony: [http://registrar.siu.edu/calendars/graduation.html](http://registrar.siu.edu/calendars/graduation.html)

**Emergency Procedures**

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at www bert.siu.edu, Department of Public Safety’s website www dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

**Additional Syllabus Information**

Additional information about this class and the grade policy will be handed in class and posted on D2L.