BUS 321 – Principles of Marketing
Are you ready to challenge this course?

Below is the course description for BUS 321, Principles of Marketing. You are ready to challenge this course if you believe that you can successfully demonstrate through an essay exam mastery of each of the four objectives listed below.

Course Description:
This course examines the basic elements of marketing theory, terminology, and concepts with emphasis placed on analyzing consumer motivation.

Course Objectives:
1. Gain an understanding of the marketing function in today's business environment;
2. Develop an appreciation and knowledge of how and when to implement marketing strategies;
3. Show an understanding of how marketing affects people's lives and their culture;
4. Possess a good foundation for further studies in marketing.

The challenge exam consists of twelve short essay questions. The use of marketing concepts and terms and specific company examples will be required.

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Four-Point Principles of Marketing Rubric -- Challenge Exam

An average score of 4, 3, or 2 on the 12 essay exam questions will constitute successful completion of the challenge exam for this class. Each answer should be at least a paragraph in length, contain two appropriate concepts and terms and at least one specific company example.

__ (**4**) **Very Effective** – Demonstrates precise professional marketing language, a keen understanding of concepts and terms as well as effective company examples.

__ (**3**) **Effective** – Demonstrates appropriate professional marketing language, a good understanding of concepts and terms as well as the use of appropriate company examples.
__ (**2) Adequate –** Demonstrates acceptable professional marketing language, an adequate understanding of concepts and terms as well as an acceptable us of accurate company examples.

__ (**1**) **Inadequate** -- Inaccurate demonstration of professional marketing language, lack of proof of the comprehension of concepts and terms, and appropriate company examples.