

what personnel must be assigned to do it; when this act(s) should be carried out; or if given, about much it will cost to do so.

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C. CURRENT READING ASSIGNMENTS

You will be required to read articles in the various business publications which relate to principles of marketing. In other words, for the current reading assignment select an article in one of the various business publications which parallels the subject matter covered in principles of marketing. Some examples of these business publications are business journals, business magazines, trade and industry publications, and business-related newspapers (i.e., *The Wall Street Journal*, *Barrons*, *The New York Times*—especially its Sunday edition). **DO NOT USE NON-BUSINESS SOURCES** (i.e., *Time*, *Newsweek*, local newspapers) **EXCEPT** when given special permission by me. That is, this current reading is basically a library research assignment.

THE CURRENT READING ASSIGNMENTS **SHALL BE TYPED OR KEYBOARDED** USING STANDARD-SIZE (8 1/2" x 11") PAPER AND BE DOUBLE-SPACED. THE CASES SHALL USE NO LARGER THAN A 12-POINT FONT AND USE STANDARD MARGINS (1.25 " FOR LEFT AND RIGHT; AND 1.00" FOR TOP AND BOTTOM).

FORMAT:

SUMMARY: A 1 to 1 1/2 page summary of article.

CRITIQUE: How does the article parallel the subject matter covered in principles of marketing? The length of critique: 1 to 1 1/2 pages.

SOURCE OF CURRENT READING ARTICLE: Presented in proper reference page, including page numbers.

These assignments will be collected at the beginning of the class on the date due. **THE GRADE OF LATE ASSIGNMENTS WILL BE PENALIZED 10% PER DAY!!**

Criteria for grading will include content of the subject material covered, grammatical structure, spelling, and proper format.

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PLEASE NOTE: FACTS AND/OR INFORMATION USED WITHIN YOUR CURENT READING ASSIGNMENT SHALL BE INTERNALLY CITED WITH A PROPER REFERENCE PAGE. THIS INCLUDES FACTS AND/OR INFORMATION FROM THE ACTUAL ARTICLE ITSELF AND THE TEXTBOOK!!

D. CONTRIBUTION:

10% of your final grade will be from my evaluation of your contribution to the class. Your contribution will include such areas as your attitude, *attendance**, interest, and participation in class discussion.

* Because the class period is important and discussion cannot be reproduced, absences cannot be made up. Excessive absences can have a negative effect on the student's learning and performance. A student who must miss a class is expected to have the initiative necessary to cover properly the material missed. The student must meet all course deadlines and be present for all quizzes, tests, and examinations.

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V. COURSE CONTENT:

The key element is active student participation in the discussion of the assigned reading material from the textbook and articles. Lectures, videotapes, case analysis and various exercises will be employed to accomplish student learning goals and objectives.