

# Kentucky Class Notes

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**MKT 300 Hapke  
Spring 2012  
Test 1**

Thursday, January 12, 2012

## ANNOUNCEMENTS:

The Syllabus was discussed today and we highlighted these items:

- Office Number: **455AA** in B&E (Business & Economic Building)
- Phone: 859-257-4920
- Email: [holly.hapke@uky.edu](mailto:holly.hapke@uky.edu)
- Office hours: Monday: by appointment Thursday 8-9
  - Tuesday: 8-9 Friday: Hours by appointment
  - Wednesday: 1-2
- Required textbook: Marketing 2012 Edition, by William M. Pride
- **THERE ARE NO MAKE UP EXAMS!**

Tuesday, January 17, 2012

## ANNOUNCEMENTS:

- **REP** Presentation Today (if you do not complete the 3 credits required for MKT 300 you will receive an incomplete for your final grade in the class)
- The email contact for REP is [GattonREP@uky.edu](mailto:GattonREP@uky.edu)



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- If you were not in class on last Thursday you will need to fill out a data sheet (they are sitting on the stage)
- The clicker code is **41**
- There are extra copies of the syllabus on the stage if you need one

## An Overview of Marketing

### Learning Objectives

- Be able to define marketing while focusing on the customer
- Identify important marketing terms including target market, marketing mix, marketing exchanges, and marketing environment
- To become informed about the marketing concept and market orientation
- To understand the importance of building relationships with the customers
- To learn the process of marketing management
- To recognize the role of marketing in our society



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