

**Middlesex Community College
Middletown, CT**



Principles of Marketing

ONLINE

BMK 201 CRN: 3064

Instructor: Daniel F. Viens DFViens@gmail.com

3 Credits

FALL 2014

Having moved beyond the novelty and frenzy of entering another century, we can objectively examine what a new era is likely to mean for business and marketing. Some developments of the 20th century will continue unabated. For example, the internationalization of business, reflected in the expansion of the European Union, increasing privatization in China and the growth of truly global corporation, is becoming the norm. Virtually all industries and careers now have an international dimension. Technology has been an important component of business process since the Industrial Revolution. The pace of technological advances have increased markedly. Two developments in communications, cellular phone and the internet are highly visible.

Regardless of whether YOU intend to work in a business, for the government, or in a nonprofit organization, the concepts, strategies, and techniques of effective marketing are relevant. Although we may not be able to anticipate every development, it is clear that important changes are occurring and they will make marketing more challenging, dynamic and exciting.

COURSE DESCRIPTION:

An overview of the multifaceted discipline of marketing in a service-oriented economy. Consideration is given to market segmentation, research, target markets, consumer and

industrial markets. Emphasis is placed upon developing a marketing mix, including product planning; pricing; the role of distribution; and promotional strategies. Case studies are an integral part of the course.

Prerequisite: Placement in English 101 or permission of instructor.

Transferability: Course credit transferable to the Connecticut University System and the University of Connecticut.

COMMON CORE OBJECTIVES

In today's competitive environment, employers expect you to have a skill set when you graduate.

Hiring and promotion decisions are based in large part upon:

- Excellent written and oral communication skills
- Excellent critical thinking and problem solving skills
- Excellent teamwork and team building skills
- An ability to understand the viewpoint of others
- Excellent listening skills

This course is designed to help you improve your skills in these areas while gaining knowledge of the principles of marketing in our economic system and in the global marketplace.

It is the goal of the Business Division for each student of the introductory marketing course to develop an understanding of marketing principles and practices. The following common course objectives are intended to achieve this:

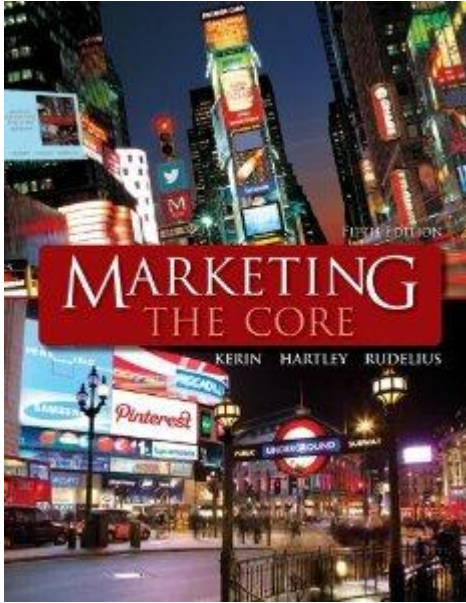
Define marketing and identify the key concepts of marketing in a free enterprise system;

- Understand the environmental factors that affect a marketing organization and the impact it has upon society;
- Describe the two market segments: business/industrial and consumer markets;
- Discuss the international environment and the global market;
- Understand the marketer's need for information technology;
- Analyze career opportunities in the field of marketing;
- Develop the Marketing Mix:
- Identify products/services/ideas and their development process;
- Understand the importance of establishing a fair-market price;
- Develop a distribution structure, including wholesaling and retailing;

- Identify the elements of the promotional mix;

It is expected that exposure to the common core objectives will enable students to develop an understanding of marketing principles; become a marketing decision-maker; and, be an educated consumer. An instructor has the academic freedom to determine how he/she will incorporate the common core objectives into his/her course.

COURSE RESOURCES:



ISBN: 978-0-07-802892-2

Required Textbook and Internet Links

Marketing: The Core, Kerin-Hartley-Rudelus, McGraw Hill – Irwin, Coast Learning Systems, 5th Edition

Access to Blackboard

Our textbook is probably the finest marketing book published. We will work almost entirely from the text, making reference to various graphs, charts and case problems. Each student must have the textbook.

Although you will be reading each chapter as a separate unit of study, try to relate it to the entire marketing process. By linking the content of each chapter to other units of study, you will begin to appreciate that marketing is a tapestry with many threads that run parallel to and across one another.

Access to the internet is required!

http://highered.mcgraw-hill.com/sites/0073381063/student_view0/index.html

Additional Resources:

Readings:

A student is expected to be aware of current trends in marketing and business throughout our nation and the world. This will require you to read daily newspapers and weekly magazine publications. Current events will be incorporated into each class session. You are expected to contribute meaningfully to all discussions. Articles will be made available to supplement the course.

Internet Activities:

Internet access is required. Middlesex Community College provides computer facilities that include access to the internet and Microsoft Office software. **Students will need to have an ID number to access college computer facilities and the library's Electronic Library holdings.** You will be required to search for information on the World Wide Web. Suggested search engines include:

www.google.com

www.yahoo.com

www.lycos.com

www.dogpile.com

www.gotto.com

<http://www.govexec.com/dailyfed>

Online Library Catalog:

All students should have a Library Card. You will be able to search the Middlesex Community College Library catalog for holdings as well as those of the other community colleges by visiting:

<http://libris.mxcc.commnet.edu>

The Jean Burr Smith Library Homepage site enables you to access a wealth of useful databases. The site:

<http://www.mxcc.commnet.edu/library/index.shtml>

COMPUTERS

Middlesex Community College or the college or university that you are taking this course from provides computer facilities that include access to the Internet and access to Microsoft Office application software products. Microsoft Word is recommended and a high speed internet connection is recommended.

COURSE REQUIREMENTS:

Assignments: ALL of your assignments are online. Please be aware of timelines and due dates.

Class Format and Sessions:

My overall goal is to assist you in successfully achieving your objectives for this online class. Thorough preparation for class, constructive participation in class discussions and engagement in case problems is essential to achieving the professor's and the students' goals. Class sessions will be devoted to reviewing assigned reading material, key concepts and marketing principles as they apply to the individual units of study. Important material, not always presented in the textbook, will be incorporated into the discussions. Experiential application problems will be introduced to enable students to understand "how things work".

Learning is a social process that occurs through interpersonal interaction between others. You must cooperate and communicate, in and outside the classroom in order to construct a shared understanding and knowledge of marketing principles. I will seek to foster an atmosphere conducive to learning. Such an environment requires preparedness, honesty, maturity and courtesy from both parties.

Assignments:

You will be expected to submit assignments **NO LATER than a week after the assignment is due, except for the last week of the course** I will check your work and award you appropriate credit for work submitted. All assignments must be clearly identified and dated, prepared in complete sentence form and be of a college-level quality that you are proud to put your name to. Students must maintain a "copy" of all assignments. You may not be able to submit any LATE assignments. Please inform me if you are having any issues.

Assignments submitted later than ONE week will NOT receive FULL CREDIT.

Attendance Policy Regarding Quizzes and the Final Exam.

There is **NO MAKE-UP** of the scheduled EXAM unless **PRIOR** arrangements have been made with the instructor. After the EXAM is removed from the website, there will be **NO** opportunity to take a make-up. There are **NO EXCEPTIONS!**

Late Assignments

Reasonably LATE assignments will be accepted but FULL CREDIT for the assignment will NOT be given.

COURSE ASSESSMENT:

Instruction, assignments and case problems, quizzes, tests and exams are developed to provide each student with an opportunity to develop a skill set necessary for success in marketing. Constant reference is made to current business and industry standards with real-life applications and exercises. Additional assignments and case problems are presented to

encourage student interaction and collaborative learning amongst students. Students will work in group settings as well as learn independently.

The final outcome assessment measures a student's individual performance including: participation; case work and written assignments; additional readings; quizzes, and a final examination. A final grade will be assigned according to the prescribed policy.

Assessment / Grading:

Profile (2 Points) and Introduction (3 Points)

Please send me a copy of your Profile. Profile form available in the assignment section. Also, in the DISCUSSION BOARD introduce yourself to your fellow classmates. Discuss any role that you may have had or currently have in Marketing. **NOTE:** Submitting YOUR PROFILE also indicates that you have READ THE SYLLABUS and the ASSIGNMENT DUE DATES.

Chapter Video/Cases (80 Points) DISCUSSION BOARD

You will receive 5 points for SUCCESSFULLY completing the assigned case study for that week. In order to receive **FULL credit you must comment on another classmate's submission.** You DO NOT need to access the video in order to complete the case. In selected weeks a case has NOT been assigned.

Chapter APPLYING MARKETING KNOWLEDGE Assignments (90 points)

You will receive 5 points for successfully completing the assigned questions for each chapter. Responses need to be in paragraph form. Included in this section is the Marketing Plan

Consumer Market Paper* (10 Points)

Write a three page paper on a selected consumer market. Answer the question: How does Marketing need to change in order to meet the needs of ONE of the following demographic groups? Select One: Aging Population, Women, Hispanic, Gay, Religious Right, Muslim. **Please cite three resources other than your textbook.**

Candy Project* (25 Points)

Develop a NEW candy product and a promotional plan for that product. Project requirements will be made available.

Final Assessment* (20 Points) More Information to follow.

*** Required in order to receive credit for the course.**

BONUS POINTS: Throughout the semester I will ask you questions that relate to current Marketing events. These questions will be posted in the ANNOUNCEMENT section. You will have 48 hours to respond. Bonus points will be worth between 3 – 5 points.

Credit: Regardless of your grade, in order to receive credit **YOU MUST SUBMIT THE FOLLOWING: Consumer Paper – Candy Project and you must take the FINAL.**

Grades:

Final grades will be determined by applying the percentages listed above to the work submitted. A student should retain all assignments for the semester. In the event that a student disagrees with the grade he/she earned, the student must produce all work to support the contention that a grade was incorrectly awarded. If the student is unable to produce all work, the instructor's grade book will be considered accurate. I must be made aware of any GRADE ISSUES prior to Week 12. PLEASE DO NOT WAIT UNTIL THE FINAL WEEK.

A = 210 - 230

B = 190 - 209

C = 170 - 189

D = 150 - 169

F = < 150

(Pluses and minuses will be assigned.)

COLLEGE POLICIES

All policies are presented in the College Catalog.

IMPORTANT COLLEGE POLICIES!! PLEASE READ CAREFULLY!

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, attendance, audio-recording in the classroom, grade appeals, plagiarism, religious accommodations, weather and emergency closings, and more, please go to the following website: www.mxcc.edu/catalog/syllabus-policies/ or scan the QR code with your smart phone. Also, please become familiar with the policies regarding nondiscrimination, sexual misconduct, and general student conduct at the following website: www.mxcc.edu/nondiscrimination/.



NON-DISCRIMINATION STATEMENT

Middlesex Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record.

The following people have been designated to handle inquiries or complaints regarding non-discrimination policies and practices:

- Primary Title IX Coordinator
Dr. Adrienne Maslin
Dean of Students/Title IX and Section 504/ADA Coordinator
amaslin@mxcc.edu; 860-343-5759; Founders Hall Room 123J
- Secondary Title IX Coordinator
Ms. Mary Lou Phillips
Director of Human Resources, Middlesex Community College
mphilips@mxcc.edu; 860-343-5751; Founders Hall Room 115

Secondary Title IX Coordinator
Ms. Queen Fordham
Coordinator of the Meriden Center Welcome

Withdrawal:

If for any reason, a student is unable to complete the course, he/she must follow the college policy and officially withdraw from the course. Appropriate forms are available at the Records Office. A grade of “W” will be recorded for all withdrawals. If a student does not withdraw, he/she will be awarded the letter grade earned. Once a grade is officially recorded with the Registrar, the grade will NOT be changed at a later date. There will be NO exceptions to this policy.

Incomplete:

An Incomplete is a temporary grade assigned when course work is missing and the student agrees to complete the course requirements. An Incomplete will be given only for work unfinished because of illness, accident or other unavoidable absence and when the instructor determines that the student has a reasonable chance of successfully completing the required work.

A student will be issued an Incomplete ONLY if he/she makes direct contact with the instructor, prior to Final Exam Week and a written description of the work to be completed is signed by the student. A student will have ten weeks to make up an Incomplete. If the work is not completed within that period of time, the “I” will convert to an appropriate letter grade.

ADA Accommodations:

Students with physical or learning disabilities who may require accommodations are encouraged to contact the Counseling Office. After disclosing the nature of the disability, students are urged to discuss their needs with individual instructors. This should be done at the beginning of each semester. Instructors, in conjunction with appropriate college officials, will provide assistance and/or accommodations only to those students who have completed this process.

Plagiarism and Academic Honesty:

At Middlesex Community College, we expect the highest standards of academic honesty. Academic dishonesty is prohibited in accordance with the Board of Trustees' Proscribed Conduct Policy in Section 5.2.1 of the Board of Trustees' Policy Manual. This Policy prohibits cheating on examinations, unauthorized collaboration on assignments, unauthorized access to examinations or course materials, plagiarism and other proscribed activities. Plagiarism is defined as the use of another's idea(s) or phrase(s) and representing that/those idea(s) as your own, either intentionally or unintentionally.

Both plagiarism and cheating are grounds for a student's immediate dismissal from the college.

Religious Beliefs and Practices:

If your religious obligations conflict with the course calendar requirements, and if you wish to request an accommodation, you must submit your request in writing, prior to the date of the assessment that you may miss, and preferably at the beginning of the semester. Please state in writing your request; if I am unfamiliar with the religious holiday I may ask for official documentation.

CONTACT AND COMMUNICATION:

All students must use the email address in Blackboard for communication with instructor.

If for some special reason, you need to get a hold of me immediately, feel free to use this email address: DFViens@gmail.com.

EXPECTATIONS:

A key to success in the classroom is behavior which replicates the values and work ethic of those successfully employed in marketing organizations. Therefore, the expectations in this class correspond to what is expected of employees "in marketing related careers".

It is the professor's personal belief that each student has the right to effective teaching and fair evaluation. This requires that an instructor be prepared for each class session. In turn, the professor has a right to fairness from each student. This requires a commitment from each student, honesty, and proper preparation for each class session.

The Professor's Responsibilities to Students:

- I will be prepared for each class session.
- I will treat each student with dignity and respect.
- I will be accessible to all students and will assist them in finding appropriate tutorial assistance.

- I will make all assignments meaningful, clear and concise.
- I will grade and all assignments in a timely fashion.

The Professor's Expectations of Students or Students' Responsibilities to the Course:

- You must prepare for each class session (complete all reading and assignments.)
- You must treat others with respect.
- You must conduct yourself in an appropriate businesslike manner.
- You must be honest with yourself and others.

Your grade for this online course will reflect the time and effort that YOU put forward. You will succeed by setting goals for yourself. Hard work, time and effort will enable you to achieve your goals. Establish a routine of preparing for each class session and seek help, when and if needed. Together, we will not only meet, but exceed expectations.

Studies indicate that students taking online courses need to be organized and have a high level of self-motivation. Prior to the start of the semester, become very familiar with how you navigate Blackboard. As the semester begins, set realistic goals, organize yourself and your schedule. Keep up to date with all readings and assignments. Establish priorities and utilize your time wisely. Communicate with others and

Remember ~ YOUR Future will be Whatever YOU Desire It to Be! Good luck in your efforts!

DFViens

I RESERVE THE RIGHT TO REVISE THE SYLLABUS AT ANY TIME DURING THE SEMESTER. YOU WILL BE INFORMED OF THE CHANGE.