

• **COURSE SYLLABUS**

**Principles of Marketing Spring 2016**

**BMK -201- 3 credit hours**

**ONLINE**

**Professor: Sue Lugli**

**Office Location: Wheaton Hall, Room 313**

**Office Hours: Monday & Wednesday 10:00AM – 2:00PM Tuesday and Thursday 2 PM - 3PM or by appointment**

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**\*\*The Professor reserves the right to change this syllabus at any time.\*\***

**COURSE DESCRIPTION** This course examines the basic marketing principles practiced by modern organizations including product development, distribution, and promotion & pricing.

*Prerequisite: Eligible for ENG\*101 or permission of the instructor.*

**SCOPE OF THE COURSE** Marketing is not just selling. It is about creating customer value and communicating that value. The strategic marketing process is at the core of all organizations and is covered in great detail along with the environmental factors that impact marketing in our ever-changing marketing world. The elements of the marketing mix will be analyzed and applied to real world examples. The importance of marketing research, data-mining, market segmentation, consumer behavior, ethics and global marketing will be covered in great detail.

**PROGRAM/DISCIPLINE LEARNING OUTCOMES CONTAINED IN COURSE**

In today's competitive environment, employers expect graduates to possess a certain skill set. The goal of the Business Administration/Marketing Programs is to enable a student to cultivate a personal skill set to achieve individual and organizational effectiveness. The following learning outcomes are incorporated into each course:

- Written and oral communication skills
- Critical thinking skills
- Quantitative and qualitative reasoning skills
- Technological literacy
- Information literacy skills
- Interpersonal skills and awareness
- Understanding of diversity
- Values, ethics and responsible citizenship
- Teamwork, team-building and project focus
- Knowledge of ethical and legal business behavior
- Appreciation of the internal, external and global environment
- Flexibility and adaptive to change
- Ability to understand and satisfy customers, stakeholders and society
- Understand management process

### **IMPORTANCE OF COURSE IN PROGRAM/DISCIPLINE**

The purpose of this course is to provide a solid foundation in Marketing. Principles of Marketing, provides an introduction to marketing concepts, which affect the growth and sustainability of organizations today. Students will explore the role marketing plays in the success of business development and in their own lives. Creating a “brand” is not just essential for an organization but also for an individual career.

### **LEARNING OUTCOMES:**

1. Students will gain an understanding of the role of marketing in a business organization.
2. Gain an appreciation of how the marketing of goods and services improves the quality of life of individual consumers.
3. Able to identify and understand the interrelationship of all activities involved in the marketing management process.
4. Learn how to conduct marketing research and to understand its role in the planning of effective marketing strategies.
5. Gain a comparative understanding of domestic and international marketing.
6. Understand the relationship between buyers and markets.
7. Apply the marketing mix factors.
8. Explain how organizations build strong customer relationships and customer value through marketing.

9. Describe what interactive marketing is and how it creates customer value, customer relationships and customer experiences.
10. Understand and apply the principles of a sound marketing plan.
11. Apply the concepts of Marketing to their own “brand” when it comes to looking for and apply for jobs.

**Textbook** Kerin, Hartley, Rudeluis, *Marketing : The Core*, 5<sup>th</sup> Ed. McGraw Hill

**Evaluation methods**

Weekly Discussions	20%
Weekly Quizzes	20%
Marketing Plan	20%
Final	20%
Weekly Assignments	<u>20%</u>
	100%

\*Refer to Course Catalog pg. 39 for Grade points/Letter grade.

**Final Grades will be determined by applying the percentages listed above to the graded work submitted to meet course requirements. All graded work will be on Blackboard. Use the Blackboard grade book to review your grades. Assignments that are required to be submitted through the course Blackboard must be in the proper format for the given assignment.**

**Course Requirements:**

**Effort and Attitude** – The entire class is based on the principles of a strong work ethic and a positive attitude.

**Teaching Procedures:**

The instructor will use a combination of discussions, case studies, online content and lectures/video to cover the instructional objectives and topics. There may be group work and full participation is expected. Assignments will be reviewed for content and clarity. Criteria for grading will be openly discussed and rubrics will be online for your review and to download. Coursework will not be accepted after the due date without written consent prior to the due date. Students must complete all coursework even with an excused absence. All assignments are posted on the course Blackboard site.

## COLLEGE POLICY

All policies are presented in the College Catalog.

### Class Cancellation

In the event that the instructor cannot meet the class, every attempt will be made to inform students in advance. In the event of inclement weather, please refer to the radio or TV for announcements or call the college telephone number 860-343-5888. If you are outside the direct dialing area, call 1-800-818-5501.

### 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/](http://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/](http://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 123/*
- Secondary Title IX Coordinator  
*Ms. Queen Fordham*  
*Coordinator of the Meriden Center Welcome Desk*  
*qfordham@mxcc.edu; 203-608-3011*

## **Expected Course Conduct**

All resources and facilities of Middlesex Community College, including the computer classroom sites, are to be used solely for legitimate and authorized academic purposes. Any unauthorized or illegitimate use of the computer systems, resources, and/or facilities will be subject to disciplinary action.

## **Students Responsibilities to the Course**

- You will be responsible to prepare for each class session (all readings complete and assignments done)
- You will be responsible to prepare for the exams
- You will be expected to treat each other and the instructor with respect
- You will be expected to conduct yourself in an appropriate manner while you are in attendance in this online course

**Your weekly assignments relate to your final project – Joe’s Gym Marketing Plan**

**Quizzes contain Multiple Choice, short answer and essay questions. They are timed and must be completed in one session.**

**The Final is short answer and essay. It is timed and must be completed in one session.**

**Discussion boards are mandatory. Your responses (a minimum of 4) must be detailed and include research and references from weekly course content.**

## **↓ TENTATIVE COURSE OUTLINE**



MARKETING ONLINE SP16 TENTATIVE SCHEDULE – May change at Instructors discretion

Since the first “week” is so short the due dates for the first week are extended and will be as follows:

Week 1 - 1/21 until 1/31– Chapter 1 - Introduction [Discussion Board \(DB\)](#) and Quiz

Week 2 – 1/25 until 1/31 - Chapter 2 - [Discussion Board \(DB\)](#), Joe’s Gym Assignment - A SWOT analysis (section #4 in the plan outline) and [Quiz](#)

Week 3 – 2/1-2/7 - Chapter 3 - [DB](#), Joe’s Gym Assignment - Using your region/town as a basis, research the Demographic data/Competitor Data for section 4 of your marketing plan for Joe’s Gym and [Quiz](#)

Week 4 – 2/8 – 2/14 Chapter 4 – **DB**, Joe’s Gym Assignment - Do research on why people go to a gym. Choose a Mkt/Product focus for your Joe’s gym. Complete the Market product focus area for Joe’s gym (Section #5) and **Quiz**

Week 5 – 2/15 – 2/21 Chapters 5 & 6, - **DB**, Joe’s Gym Assignment, Offline -Complete Section 3- the Strategic Focus and Plan of the Joe’s Gym Marketing plan. This is a smaller section of the plan and you do not have to hand it in and **Quiz**

Week 6 – 2/22 – 2/28 Chapter 7 - **DB**, Joe’s Gym Assignment - Create a list of Marketing actions you can take for Joe’s gym. Just a list – Outline each of the 4 p’s. (This will inform section 6 and your implementation plan) and **Quiz**

Week 7 – 2/29 -3/6 Chapter 8 - **DB**, Joe’s Gym Assignment Using the demographic information from week 3 and the data you have from week 4 on why people go to a gym. Break out your primary and secondary target markets for Joe’s Gym. List a few marketing actions that Joe’s gym should take that would work for these segments, and **Quiz**

Week 8 – 3/7 – 3/13 Chapters 9 & 10 – **DB** and **Quiz** For the next 4 weeks work on your marketing mix section 6 for the Joe’s gym Marketing plan – you do not have to hand anything in.

Week 9 – 3/14 – 3/20 Chapter 11 **DB**, and **Quiz**

3/21 – 3/27 Spring Break – No work due - use the time to put together your project to date.

Week 10 – 3/28 – 4/3 -Chapters 12 & 13, **DB**, and a **Quiz**

Week 11 – 4/4 – 4/10 Chapter 14 – **DB**, Joe’s Gym Assignment –Complete the Product, Price, Place and Promotion Strategies (Section 6 and include marketing actions) & The implementation plan (Section 7) and **Quiz**

Week 12 – 4/11 – 4/17 Chapter 15 – **DB**, Joe’s Gym Assignment – The Executive summary (Section 1) Discussion Board (DB) and **Quiz**

Week 13 – 4/18 – 4/24 Chapter 16 - Joe’s Gym Marketing Plan is due, **No DB this week**, just a **Quiz**

Week 14 – 4/25 – 5/1- Chapter 17, **Discussion Board (DB)** and **Quiz**

Week 15 – 5/2 – 5/8 - Chapter 18, **Discussion Board (DB)** and **Quiz**

Week 16 - **Final** – Cumulative – Watch for a study plan – The final is due on Tuesday 5/10 at midnight