

COURSE SYLLABUS
Principles of Marketing Summer 2018
BMK -201- 3 credit hours
Online 7/5/2018 – 8/9/2018

Professor: Sue Lugli

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Emergency only – my cell phone – 207-807-8240 – you can text me but let me know who you are and what class you are in

The absolute best way to contact me is to email directly. I get email faster. The email/message on blackboard does not always work and I must sign on to see it. I have an ask the instructor forum on Blackboard. That also emails me.

****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

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: Marketing, Gary Armstrong; Philip Kotler; Marc Oliver Opresnik, ISBN:978-0-13-41453-0, Pearson Education 2016 **No Access Code needed**

Evaluation methods

Weekly Joe's Gym Assignments	20%
Weekly Quizzes (Lowest quiz grade is dropped)	20%
Weekly Discussions	20%
Final	20%
Completed Joe's gym Marketing Plan	<u>20%</u>
	100%

Grade Scale

- A = 93-100
- A - = 90-92.49
- B+ = 87-89.49
- B = 83 -86.49
- C+ = 77-79.49
- C = 73 - 76.49
- C- = 70-72.49
- D+ = 67 - 69.49
- D = 63 - 66.49
- D- = 61 - 62.49
- F = 60 and below

Final Grades will be determined by applying the percentages listed above to the graded work submitted to meet course requirements. All graded work must be submitted to Blackboard. Use the Blackboard grade book to review your grades. Assignments that are submitted through Blackboard must be in the proper format for the given assignment. I do not accept emailed assignments. I do not grant incompletes unless there is a documented medical reason. All work is due by midnight on the day of your final. The course is officially over at that time.

Teaching Procedures:

The instructor will use a combination of discussions, case studies, quizzes, tests and a marketing plan project as well as lectures/video to cover the instructional objectives and topics. 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 accepted after the due date will be awarded the penalty stated in each of the assignment areas. Students must complete all coursework. All assignments are posted on the course Blackboard site.

Effort and Attitude – The entire class is based on the principles of a strong work ethic and a positive attitude. This is a reading and analytical intensive course that will have weekly assignments, a discussion board and quizzes on the material. You have to be organized and motivated to complete this course. If you have problems completing weekly work and being a self-motivated learner, then this course may not be for you.

To be successful, you need to set a weekly schedule for yourself. Keeping to a schedule will help you be successful in any online course.

Suggested Study Plan - Note it is suggested.

1. The academic week will start on Monday and end on Sunday at midnight.
2. New content will be released on Monday at midnight (that is early in the morning.) Take time on Monday to review the work for the week. Take note of all due dates.

Monday:

1. Read the assigned Chapters and lecture notes and related material. Start work on any assignments due this week. Make an outline of the chapter of the key concepts and examples. Try to relate the concepts to your real life situations.

Tues:

1. Craft your initial discussion response. You will not have access to the discussion board until you post first so you will not see other posts until you post your own. The discussion topics are clear outlined in the weekly course content folders. Once you have crafted your answer click to upload it to the discussion board. You will then be able to see what others have posted. Be sure to read and comment on your peer's posts.

Be sure to read the discussion board grading criteria. Discussion boards are very important. We discuss the concepts of the week and try to relate them to current events.

Weds:

1. Start reading and replying to your classmates in the weekly discussion. You will not be able to see posts until you create your own post and upload it to the discussion board.

Thurs or Fri

1. Finish up any discussion conversations
2. Work on assignments due
3. Complete at least one quiz

The Weekend

1. Complete all the assignments that are due

The weekly Quizzes – Quizzes are very important to help you comprehend the topics covered in the chapter. You will have one chance to complete the quiz and only a short period of time to complete it. If you do not read the chapter before hand you will not have time to look up all of the answers. Read the chapter and supplemental material. Quizzes are timed so it is important to use your time wisely.

On the Discussion Board – A discussion board is a back and forth exchange of ideas. I work VERY hard to make it a place that is engaging. Marketing is about Communicating and that often means online. **You are required to post at least once a before Wednesday and again comment on at least three other posts by Sunday (not late in the day.)** Students are to actively discuss the topic and defend their positions. By defending your position, I mean you should support your thoughts and opinions with specific references to the text (including page numbers) and/or external references to credible sources (cite all references.) Non-responsive students will not receive credit. Students with inaccurate responses will receive credit as long as their responses are not comical and/or disruptive. Responses are graded on **length, content, grammar and their appropriateness. Please see the grading rubric and example of a good first post on the left navigation bar.**

How to achieve an excellent grade on the discussion board: In order to be eligible for top grades, you should support your thoughts and opinions with specific references to the text (including page numbers) and/or external references to credible sources (cite all references.) Each student should post at least **once before Wednesday morning** and several other times before **midnight on Sunday night**. You should make a total of 3 to 5 postings out of the two times you are required to post. Each posting should be content driven, 4 to 5 sentences in length, utilize correct grammar and punctuation and encourage further discussion by posting researched data.

Posts that will not count towards a student's grade on the discussion board assignment are:

Posts that are a majority of Internet information cut and pasted into the discussion board with little of your own words

Posts containing 3 or less sentences and/or numerous grammatical errors

Posts that are blank, very offensive or off topic

Posts that use texting slang, shortcuts, or happy faces, etc., so u for you, or r for are, and i for I – these are just 3 examples of poor grammar that will not be accepted.

COLLEGE POLICY

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: <http://mxcc.edu/catalog/academic-policies>. 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:

Expected Course Conduct

ANTI-PLAGIARISM DETECTION SOFTWARE

SafeAssign, TurnItIn or other anti-plagiarism detection software products may be used in this course. Anti-plagiarism detection software products assist faculty and students in preventing and detecting plagiarism. Professors may utilize such software in order to check the originality of the academic work students submit in a course by comparing submitted papers to those contained in its database consisting of submitted papers and other sources. Anti-plagiarism detection software returns an “originality report” for each submission. The report is limited in scope to merely identifying passages that are not original to the author of the submitted work and which may include correctly cited quotations and information. Professors and students must carefully review such reports. No adverse action may be taken by a professor with respect to a student solely on the basis of an originality report which indicates the potential for plagiarism.

In this course you may be asked to submit your academic papers and other creative work containing personally identifiable information for originality reporting. By doing so, your work along with personally identifiable information will be retained in the product database and may be subsequently reported out containing your personally identifiable information not only to your professor, but also to professors of other universities and colleges within Connecticut State Colleges and Universities (CSCU) as part of subsequent originality reports.

You may decline to submit your work for originality reporting. If so, you must be provided an alternative method in which to submit your work. However, your professor, after removing your personally identifying information, may nonetheless submit limited portions of your academic work for originality reporting.

All Article Summaries will be submitted via a Safe Assign Assignment in the Blackboard Course Shell. Please note that assignments that are not submitted via Blackboard will not be accepted.

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 exam

You will be expected to treat each other and the instructor with respect in course discussions

Tentative Outline:

First 4 days - All work is due on Sunday 7/8 at midnight

Chapter 1

Quiz – On the assigned chapters

DB – Introduction & 1st Discussion Board Multiple posts

Week 1 - All work is due on Sunday 7/15 at midnight

Chapters 2 - 4

Assignment: Joe’s Gym Marketing Assignment

Quiz – On the assigned chapters

DB – Discussion Board

Week 2 - All work is due on Sunday 7/22 at midnight

Chapters 5-8

Assignment: Joe’s Gym Marketing Assignment

Quiz – On the assigned chapters

DB – Discussion Board

Week 3 - All work is due on Sunday 7/29 at midnight

Chapters 9 - 12

Assignment: Joe's Gym Marketing Assignment

Quiz – On the assigned chapters

DB – Discussion Board

Week 4 - Joe's Gym Marketing Plan Assignment is due on Sunday 8/5 at midnight

Chapters 13 - 14

Assignment: Your Marketing Plan for Joe's Gym is due

DB – NO Discussion Board

Two quizzes this week

Week 5 – Final is due on Thursday 8/9 at midnight - The class is officially over

Chapters 15 & 16 The final will open on Monday 8/5 early morning.

DB – Discussion Board

YOUR FINAL IS DUE ON 8/9 at 11:59PM The course is officially over on 8/9 at 11:59pm. The final will be open from 8/5

Your weekly assignments relate to your final project – A Joe's Gym Marketing Plan. This plan is a real-world application to all of the content of the course. If you do not complete the plan weekly and do not submit the plan at the end you will not pass this course.

Quizzes are timed and must be completed in one session. While they are multiple choice they are my multiple-choice questions. Do not attempt to find them online. You will waste your time. I also alter some publisher's questions so what you find online may be inaccurate.

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

Discussion boards are mandatory. Your responses (a minimum of 3) must be detailed and include research and references from weekly course content.

The Joe's Gym Marketing Plan is the overall project for the course. Each week you will submit a portion of the plan that I have outlined in the weekly course content assignment area. Each assignment is 1-2 pages of researched content - overall the entire plan should be 12- 14 pages including a cover page and a page for references. I will grade your weekly assignments so that when you assemble the entire plan you can use my suggestions. The documents for the plan are found on the left navigation bar and in the weekly course content areas.

The final project due on Sunday August 5th at midnight will include a completed marketing plan for the gym and a **power point** presentation describing why your plan should be adopted by the Joe's Gym Board. 5-7 slides.