

**COURSE SYLLABUS**  
**Principles of Marketing ONLINE Fall 18**  
**BMK -201- 3 credit hours**

**Professor: Sue Lugli**

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

**Office Hours: Tuesday 10:00 am – 12:00 pm, Wednesday 3:00pm - 6:00pm,  
Thursday 9:30am - 11:30am and by appointment**

**Office PHONE (860) 343-5840**

**Office e-mail: [SLugli@mxcc.edu](mailto:SLugli@mxcc.edu) (THIS IS THE BEST WAY TO CONTACT ME or in the ask me a question area on the discussion board)**

**\*\*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:

1. Written and oral communication skills
2. Critical thinking skills
3. Quantitative and qualitative reasoning skills
4. Technological literacy
5. Information literacy skills
6. Interpersonal skills and awareness
7. Understanding of diversity

8. Values, ethics and responsible citizenship
9. Teamwork, team-building and project focus
10. Knowledge of ethical and legal business behavior
11. Appreciation of the internal, external and global environment
12. Flexibility and adaptive to change
13. Ability to understand and satisfy customers, stakeholders and society
14. 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 Marketing, Armstrong/Kotler ISBN:978-0-13-414953-0**

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### **Evaluation methods**

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. I do not accept emailed assignments.** Use the Blackboard grade book to review your grades. Assignments must be in the proper format for the given assignment. Late work is assessed a penalty that will be listed on each assignment. This course uses safe assign software to prevent plagiarism. All submitted work should have proper citations. 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.

### 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 discussion, case studies, and 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 will not be accepted after the due date without written consent prior to the due date.

**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.

**QUIZZES & TESTS:**

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.

**ASSIGNMENTS: 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.**

The Joe's Gym Marketing Plan is the overall project for the course. On assignment weeks 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. There is a comprehensive outline to follow and is in each assignment area for you to use.

**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.

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](mailto:amaslin@mxcc.edu); 860-343-5759; Founders Hall Room 123/

### **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**

1. You will be responsible to prepare for each class session (all readings complete and assignments done)
2. You will be responsible to prepare for the exams
3. You will be expected to treat each other and the instructor with respect
4. You will be expected to conduct yourself in an appropriate manner while you are in attendance in this course
5. You will be responsible for the reasonable care of the computer equipment used in conjunction with this course

### **Tentative schedule - subject to change**

Week 1 – 8/21 – 9/2 Chapter 1, Quizzes, Discussion board (DB)

Week 2 – 9/3 – 9/9 Chapter 2, Joe's Assignment due, Quiz, DB

Week 3 - 9/10 - 9/16 Chapter's 3 & 4, Joe's Assignment due, Quiz, DB  
Week 4 - 9/17 - 9/23 Chapter 5, Joe's Assignment due, Quiz, DB  
Week 5 - 9/24 - 9/30 Chapter 6, Joe's Assignment due, Quiz, DB  
Week 6 - 10/1 - 10/7 Chapters 7 & 8, Quiz, DB  
Week 7 - 10/8 - 10/14 Chapter 9, Joe's Assignment due, Quiz, DB  
Week 8 - 10/15 - 10/21 Chapter 10, Quiz, DB  
Week 9 - 10/22 - 10/28 Chapter 11, Joe's Assignment due, Quiz, DB  
Week 10 - 10/29 - 11/4 Chapter 12, Quiz, DB  
Week 11 - 11/05 - 11/11 Chapter 13, Joe's Assignment due, Quiz,  
Week 12 - 11/12 - 11/18 Chapters 14, Joe's Assignment due, Quiz, DB  
Week 13 - 11/19 - 11/25 Chapter 15 - Quiz  
Week 14 - 11/26 - 12/02 Chapter 16 - Project due,  
Week 15 - 12/23 - 12/09 Marketing Ethics, DB  
**Week 16 - Comprehensive Final YOUR FINAL IS DUE ON 12/10 at 11:59PM**