

COURSE SYLLABUS
Principles of Marketing Fall 19 CRN3263
BMK -201- 3 credit hours

SCHEDULE AND CONTACT INFORMATION:

THIS COURSE IS ONLINE and located on the MxCC Blackboard site

Professor: Sue Lugli

Office Location: Wheaton Hall, Room 313

Office Hours: Monday 11am - 12pm, Wednesday 3-6pm and 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.*

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.

PROGRAM 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

SCOPE OF THE COURSE

This course covers 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.

LEARNING OUTCOMES CONTAINED IN THE COURSE:

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.

Designated TAP Learning Outcomes (Competencies) of the Course

Continuing Learning/Information Literacy

- Demonstrate competency in using current, relevant technologies to solve problems, complete projects, and make informed decisions.
- Access, navigate, identify and evaluate information that is appropriate for students' need(s) and audience(s).
- Synthesize information to broaden knowledge and experiences and to produce both independent and collaborative work.
- Evaluate the economic, legal, ethical, and social issues surrounding the access and use of information and relevant technologies.

Critical Analysis & Logical Thinking

- **Identifying Arguments:** Identify issues, evidence and reasoning processes; distinguish facts from opinion; recognize various types of arguments.
- **Formulating arguments:** Formulating good arguments, including a significant focus on inductive reasoning.
- **Analysis:** Break subject matter into components, and identify their interrelations to ascertain the defining features of the work and their contributions to the whole.
- **Evaluation:** Identify assumptions, assessing the quality and reliability of sources of evidence, and demonstrating knowledge of the criteria for evaluating the success of each kind of inference.
- **Synthesis:** Draw together disparate claims into a coherent whole in order to arrive at well-reasoned and well-supported inferences that can be justified as a conclusion.

Textbook Marketing, Armstrong/Kotler ISBN: 978-0-13-519212-2 14th edition

Methods of Instruction:

The instructor will use a combination of discussions, announcements, 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. Students must complete all coursework even with an excused absence. Students are responsible for getting missed notes from other students. All assignments must be posted on the course Blackboard site.

Course Evaluation and Grading

Weekly Joe's Gym Assignments	20%
Chapter Quizzes	20%
Discussions	20%
Final	20%
Completed 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.

QUIZZES & TESTS:

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 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. Then you will also submit a power point that highlights your presentation. 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 of blackboard 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 at 11:59pm 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.

As this is a marketing course – a great headline is also very important. You want to get as many clicks and comments from your peers and me as possible! So don't just say ...discussion 1... come up with something good!

Attendance Policy:

Attendance in face-to-face courses and regular activity in online courses is essential to student success. If you have decided not to continue in a course, do not simply stop attending. You need to withdraw officially. Only students who withdraw from class will receive a grade of W. Otherwise, students will receive the grade they have earned.

Communication Plan:

I send announcements via your MxCC student email. It is your responsibility either to link your personal email to that email or to review your student email on a regular basis.

The best way to communicate with me is to send me an email – slugli@mxcc.edu

Use the “ask the instructor” forum on the discussion board to ask general questions to me or the class. If you have something of a personal concern please use the message function on the left navigation bar. Note, I have to be online to check that message and so the best way to reach me quickly is to email me directly – slugli@mxcc.edu.

Classroom conduct:

In regards to discussion boards: **Engage in respectful debates:** It is OK to disagree on the discussion forum, but do so in a respectful and articulate manner. Name calling and put-downs are not acceptable, but providing a rational and articulate argument supported by data is encouraged. **Avoid ALL CAPS:** Using all capital letters indicates yelling and is not appropriate for an online post. **Be informative:** Make sure you post right into the discussion board – do not upload a file.

Additional College Policies:

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, non-discrimination, attendance, audio-recording in the classroom, grade appeals, plagiarism, religious accommodations, weather/emergency closings, and more, please go to the following website: www.mxcc.edu/catalog/syllabus-policies/

Tentative Schedule

Fall 2019 Weekly Schedule Marketing

Week	Outcomes/objectives students should master	Assignments
Week 1 8/27 – 9/1	Chapter 1 – Marketing Introduction <ul style="list-style-type: none">Define marketing and outline the steps in the marketing process.Explain the importance of understanding the marketplace and customers and identify the five core marketplace concepts.	Read the syllabus and outline Read the Joe's Gym documents then take the quiz.

	<ul style="list-style-type: none"> • Identify the key elements of a customer-value driven marketing strategy and discuss the marketing management orientations that guide marketing strategy. • Discuss customer relationship management and identify strategies for creating value <i>for</i> customers and capturing value <i>from</i> customers in return. • Describe the major trends and forces that are changing the marketing landscape in this age of relationships. 	<p>Read Chapter 1 and the supplemental information Complete the chapter Quiz</p> <p>Post on the introduction discussion Board</p>
<p>Week 2 9/2- 9/8</p>	<p>Chapter 2 Developing Marketing Strategy</p> <ul style="list-style-type: none"> • Explain company-wide strategic planning and its four steps. • Discuss how to design business portfolios and develop growth strategies. • Explain marketing’s role in strategic planning and how marketing works with its partners to create and deliver customer value. • Describe the elements of a customer value-driven marketing strategy and mix and the forces that influence it. • List the marketing management functions, including the elements of a marketing plan, and discuss the importance of measuring and managing marketing return on investment. 	<p>Read Chapter 2 Complete the Chapter quiz</p> <p>Complete the Joe’s Gym assignment Post on the discussion Board</p>
<p>Week 3 9/9 -9/11</p>	<p>Chapters 3 and 4 Analyzing the Marketing Environment & Marketing research and data analysis</p> <ul style="list-style-type: none"> • Describe the environmental forces that affect the company’s ability to serve its customers. • Explain how changes in the demographic and economic environments affect marketing decisions. • Identify the major trends in the firm’s natural and technological environments. • Explain the key changes in the political and cultural environments. • Discuss how companies can react to the marketing environment. 	<p>Read Chapters 3 & 4 Complete the Chapter quizzes</p> <p>Complete the Joe’s Gym assignment Post on the discussion Board</p>

	<ul style="list-style-type: none"> • Explain the importance of information in gaining insights about the marketplace and customers. • Define the marketing information system and discuss its parts. • Outline the steps in the marketing research process. • Explain how companies analyze and use marketing information. • Discuss the special issues some marketing researchers face, including public policy and ethics issues. 	
<p>Week 4 9/16 – 9/22</p>	<p>Chapter 5 Understanding consumer and buyer behavior</p> <ul style="list-style-type: none"> • Understand the consumer market and the major factors that influence consumer buyer behavior. • Identify and discuss the stages in the buyer decision process. • Describe the adoption and diffusion process for new products. • Define the business market and identify the major factors that influence business buyer behavior. • List and define the steps in the business buying decision process. 	<p>Read Chapter 5 Complete the Chapter quizzes</p> <p>Complete the Joe’s Gym assignment Post on the discussion Board</p>
<p>Week 5 9/23 -9/29</p>	<p>Chapter 6 Market Strategy Targeting/Segmentation/Positioning/Differentiation</p> <ul style="list-style-type: none"> • Define the major steps in designing a customer-driven marketing strategy: market segmentation, market targeting, differentiation, and positioning. • List and discuss the major bases for segmenting consumer and business markets. • Explain how companies identify attractive market segments and choose a market-targeting strategy. • Discuss how companies differentiate and position their products for maximum competitive advantage. 	<p>Read Chapter 6</p> <p>Complete the Chapter quiz</p> <p>Complete the Joe’s Gym assignment Post on the discussion Board</p>

<p>Week 6 9/30 – 10/6</p>	<p>Chapters 7 and 8 Products, Services & Brands, Developing new products and the product life cycle</p> <ul style="list-style-type: none"> • Define <i>product</i> and describe the major classifications of products and services. • Describe the decisions companies make regarding their individual products and services, product lines, and product mixes. • Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require. • Discuss branding strategy: the decisions companies make in building and managing their brands. • Explain how companies find and develop new product ideas. • List and define the steps in the new product development process and the major considerations in managing this process. • Describe the stages of the product life cycle and how marketing strategies change during a product's life cycle. • Discuss two additional product issues: socially responsible product decisions and international product and services marketing. 	<p>Read Chapter 7 & 8 Complete the Chapter quizzes</p> <p>No Joe's assignment this week Post on the discussion Board</p>
<p>Week 7 10/7 -10/13</p>	<p>Chapter 9 Understanding Pricing</p> <ul style="list-style-type: none"> • Identify the three major pricing strategies and discuss the importance of understanding customer-value perceptions, company costs, and competitor strategies when setting prices. • Identify and define the other important internal and external factors affecting a firm's pricing decisions. • Describe the major strategies for pricing new products. • Explain how companies find a set of prices that maximizes the profits from the total product mix. • Discuss how companies adjust their prices to take into account different types of customers and situations. • Discuss the key issues related to initiating and responding to price changes. 	<p>Read Chapter 9 Complete the Chapter quiz</p> <p>Complete the Joe's Gym assignment Post on the discussion Board</p>

	<ul style="list-style-type: none"> • 	
<p>Week 8 10/14 – 10/20</p>	<p>Chapter 10 Understanding Marketing Channels</p> <ul style="list-style-type: none"> • Explain why companies use marketing channels and discuss the functions these channels perform. • Discuss how channel members interact and how they organize to perform the work of the channel. • Identify the major channel alternatives open to a company. • Explain how companies select, motivate, and evaluate channel members. • Discuss the nature and importance of marketing logistics and integrated supply chain management. 	<p>Read Chapter 10 Complete the Chapter quiz</p> <p>No Joe’s assignment this week- be sure to refine what you have completed so far Post on the discussion Board</p>
<p>Week 9 10/21 - 10/27</p>	<p>Chapter 11 Retailing and Wholesaling</p> <ul style="list-style-type: none"> • Explain the role of retailers in the distribution channel and describe the major types of retailers. • Describe the major retailer marketing decisions. • Discuss the major trends and developments in retailing. • Explain the major types of wholesalers and their marketing decisions. 	<p>Read Chapter 11 Complete the Chapter quiz</p> <p>Post on the discussion Board No Joe’s assignment this week- be sure to refine what you have completed so far</p>

<p>Week 10 10/28 -11/3</p>	<p>Chapter 12 The Promotional Mix – Advertising and Public relations</p> <ul style="list-style-type: none"> • Define the five major promotion mix tools for communicating customer value. • Discuss the changing communications landscape and the need for integrated marketing communications. • Describe and discuss the major decisions involved in developing an advertising program. • Explain how companies use public relations to communicate with their publics. 	<p>Read Chapter 12 Complete the Chapter quiz No Joe’s assignment this week- be sure to refine what you have completed so far</p> <p>Post on the discussion Board</p>
<p>Week 11 11/4 – 11/10</p>	<p>Chapter 13 The Promotional Mix – Personal selling and Sales Promotion</p> <ul style="list-style-type: none"> • Discuss the role of a company’s salespeople in creating value for customers and building customer relationships. • Identify and explain the six major sales force management steps. • Discuss the personal selling process, distinguishing between transaction-oriented marketing and relationship marketing. • Explain how sales promotion campaigns are developed and implemented. 	<p>Read Chapter 13 Complete the Chapter quiz</p> <p>Complete the Joe’s Gym assignment No Discussion Board</p>
<p>Week 12 11/11 - 11/17</p>	<p>Chapter 14 Understanding Direct, Online, Social Media and Mobile Marketing</p> <ul style="list-style-type: none"> • Define <i>direct and digital marketing</i> and discuss their rapid growth and benefits to customers and companies. • Identify and discuss the major forms of direct and digital marketing. • Explain how companies have responded to the Internet and the digital age with various online marketing strategies. • Discuss how companies use social media and mobile marketing to engage consumers and create brand community. • Identify and discuss the traditional direct marketing forms and overview public policy and ethical issues presented by direct marketing. 	<p>Read Chapter 14 Complete the Chapter quiz</p> <p>Complete the Joe’s Gym assignment</p> <p>Complete the Discussion Board</p>

<p>Week 13 11/18 - 11/24</p>	<p>Chapter 15 Global Marketing</p> <ul style="list-style-type: none"> • Discuss how the international trade system and the economic, political-legal, and cultural environments affect a company's international marketing decisions. • Describe three key approaches to entering international markets. • Explain how companies adapt their marketing strategies and mixes for international markets. • Identify the three major forms of international marketing organization. 	<p>Read Chapter 15 Take the chapter quiz</p> <p>You have these next two weeks to hand in the completed Joe's Gym marketing plan & power point Complete the Discussion Board</p>
<p>Week 14 11/25 -12/1 Thanksgiving Break</p>	<p>Enjoy Thanksgiving but work on your Joe's plan</p> <ul style="list-style-type: none"> • Relax with Family • Work on your plan • Eat and enjoy 	<p>Hand in your Joe's Gym Marketing plan on 12/1 at 11:59 pm</p>
<p>Week 15 12/2 -12/8</p>	<p>Chapter 16 Social Responsibility & Marketing Ethics</p> <p>Define <i>sustainable marketing</i> and discuss its importance. Identify the major social criticisms of marketing. Define <i>consumerism</i> and <i>environmentalism</i> and explain how they affect marketing strategies. Describe the principles of sustainable marketing. Explain the role of ethics in marketing.</p> <ul style="list-style-type: none"> • Evaluate the economic, legal, ethical and social issues surrounding the access and use of information and relevant technologies 	<p>Complete the discussion board</p>

Week 16 Due 12/9//19	Final	Comprehensive Final on all chapters with a focus on the last 6 chapters. Final is due 12/9/19 at 11:59pm – the class is officially over
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