

COURSE SYLLABUS
Principles of Marketing Spring 17
CRN1274 BMK -201- 3 credit hours
Online 4/9 – 5/15/2017

Professor: Sue Lugli

Office Location: Wheaton Hall, Room 313

Office Hours: Monday and Wednesday 1pm - 4pm, Thursday -10am – 2 pm and Tuesday 5:00pm - 6:30pm 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.*

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 Kerin, Hartley *Marketing : The Core*, 6th Ed. McGraw Hill

Evaluation methods

Weekly Assignments	20%
Weekly Quizzes	20%
Weekly Discussions	20%
Final	20%
Marketing Plan	20%
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	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 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 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.

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/ 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 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.

A note on Plagiarism, Cheating and Academic Honesty: Plagiarism is defined as the submission of work by a student for academic credit as one's own work of authorship which contains work of another author without appropriate attribution.

Cheating includes, but is not limited to: (i) use of any unauthorized assistance in taking quizzes, tests or examinations; (ii) use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems or carrying out other assignments; (iii) the acquisition, without permission, of tests or other academic material belonging to a member of the University faculty or staff; and (iv) engaging in any other behavior specifically prohibited by a faculty member in the course syllabus.

This course requires students to use the **SafeAssign** plagiarism-checking tool that is built into Blackboard. This tool can help both instructors and students to ensure that -- intentionally or inadvertently—students have not plagiarized the original work of others.

SafeAssign works by having students (or instructors) submit papers in electronic form (i.e. as a file in formats available from any word-processing or text-editing program, such as .doc, .txt, or

.rtf). SafeAssign then checks the text in the paper for matches against sources in several different databases, and produces an “originality report” for each submitted paper. Students are given the opportunity to review the originality reports for their own papers. The instructor can review the originality report generated for each student’s paper to determine if any text that is shown to match with some other original source has been correctly cited in the paper. All work submitted must be your own. If a SafeAssign assignment exceeds 50% there is a very high probability that text in this paper was copied from other sources and is not your own. These papers include quoted or paraphrased text in excess and will be reviewed for plagiarism. Assignments that are deemed plagiarized will be graded as a zero (0) for the first offense. Two plagiarized assignments will result in a failure grade for the course. Any work that SafeAssign includes of original drafts of your own work that may indicate a paper is in excess of the 50% threshold will be discounted. Only works that are not attributed to your own work will be reviewed.

Blackboard’s privacy policies affirm that intellectual property rights reside with the student who authors the paper, and that Blackboard does not claim any ownership rights on the content submitted to SafeAssign.

As a general rule, students should not include personally identifying information (i.e., name, address, telephone) in the body of their paper, to ensure that this information is not inadvertently disclosed.

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:

Week 1 - All work is due on Sunday 4/16 at midnight

Chapters 1, 2 & 3

Assignment: Joe’s Gym Marketing Assignment

Quiz – On the assigned chapters, videos and course content

DB – Discussion Board – First post by Wednesday

Week 2 - All work is due on Sunday 4/23 at midnight

Chapters 4 - 6

Assignment: Joe’s Gym Marketing Assignment

Quiz – On the assigned chapters, videos and course content

DB – Discussion Board

Week 3 - All work is due on Sunday 4/30 at midnight

Chapters 7 -10

Assignment: Joe's Gym Marketing Assignment
Quiz – On the assigned chapters, videos and course content
DB – Discussion Board

Week 4 - All work is due on Sunday 5/7 at midnight

Chapters 11 - 15

Assignment: Joe's Gym Marketing Assignment
Quiz – On the assigned chapters, videos and course content
DB – Discussion Board

Week 5 – Joe's Gym Marketing Plan Assignment is due on Wednesday May 10th and the rest of the work is due Sunday 5/14 at midnight

Chapters 16 - 18

Assignment: Your Marketing Plan for Joe's Gym is due
Quiz – On the assigned chapters, videos and course content
DB – Discussion Board

YOUR FINAL IS DUE ON 5/15 at 11:59PM It will be open from

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

Quizzes 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 3) must be detailed and include research and references from weekly course content.