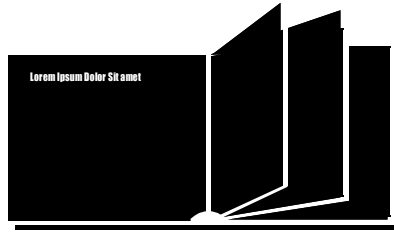


THREE RIVERS COMMUNITY COLLEGE  
**MARKETING PROGRAM**



**COURSE OF STUDY OUTLINE**

***PRINCIPLES OF MARKETING***  
***BMK 201 - 3 CREDITS***

***Fall, 2006***

***TUESDAYS, THURSDAYS***  
***11:00 – 12:20 MOHEGAN ROOM P1***

**INSTRUCTOR: IRENE W. CLAMPET**

**OFFICE PHONE: (860) 383-5231 (VOICE MAIL)**  
**OFFICE: ANNEX BUILDING, ROOM 13**

**OFFICE HOURS: *TUESDAYS, THURSDAYS, 3-5 PM***  
***OR BY APPOINTMENT***

**E-MAIL: [iclampet@trcc.commnet.edu](mailto:iclampet@trcc.commnet.edu)**

**COURSE DESCRIPTION:**

This course presents an introduction to the four elements of the marketing mix: product decisions, pricing decisions, promotional decisions and distribution decisions. Emphasis is on the importance of marketing research and consumer behavior in the formulation of marketing strategy. Students study marketing principles and practices as they are applied to consumer and industrial products and services as well as in not-for-profit organizations. Additional topics include marketing in a global economy, marketing ethics, internet marketing and marketing information systems. The marketing campaigns of small and large companies are discussed as practical examples. Students develop their own marketing plans using strategy and principles learned in the course.

**TEXT:**

Louis Boone and David Kurtz, CONTEMPORARY MARKETING, 12TH edition, Fort Worth, TX: Harcourt College Publishers, 2006.

Additional readings will be assigned as required to keep current with marketing strategy.

**COURSE LEARNING OUTCOMES:**

Utilizing various learning activities, the students will be able to demonstrate the following skills and learning outcomes by the completion of this course of study:

- a. demonstrate a mastery of the basic principles, concepts and terminology of today's marketing strategy through projects and testing ;
- b. develop an awareness of the importance of marketing in today's competitive, consumer-oriented society;
- c. develop an understanding of the interrelationship of all marketing activities for modern businesses in a global economy;
- d. be able to use specific marketing vocabulary to explain business strategy;
- e. develop the ability to utilize the Internet as a resource for research and current marketing information
- f. use technology to create marketing plans
- g. demonstrate an ability to participate in the decision making process of marketing strategy through the completion of marketing projects;
- h. develop an awareness of the advantages of ethical business practices in the field of marketing;
- i. understand the nature and scope of career opportunities in the field of marketing and utilize the Internet to identify marketing positions.

**COURSE REQUIREMENTS**

The student will be responsible for attendance, classroom participation, written and oral assignments, four quizzes, a mid-semester exam, a term project and a final exam.

The course work will consist of assigned reading material, group discussions and decisions, powerpoint presentations, analyses of cases, use of internet web sites for research, ,

videos lectures, and utilization of student experience to illustrate concepts and examples.

The term project will consist of a team marketing plan presentation.

**GRADING POLICY:**

The final grade will consist of the following factors:

4 Quizzes	30%
Class participation, attendance and term project participation	10%
Term Project (group preparation and performance)	10%
Mid-semester exam	25%
Final exam	<u>25%</u>
	100%

Four quizzes will be given and the lowest grade will be dropped. You must take all 4 quizzes to be able to drop one.

**The three best quiz marks will be counted in the 30% for the final grade.**

\*\* **NO MAKE-UP QUIZZES** will be given.

**\*\*\*Absence from a quiz will result in a 0 grade on that quiz.**

Failure to attend class on the day of your group's scheduled presentation will result in a zero grade for that presentation for the absent member. Any problems relating to the completion of assignments or taking of exams must be discussed with the instructor in advance.

**ABSENCE POLICY:**

Absences in excess of *three class meetings will reduce your final grade*. Excessive absence or lack of significant contribution in classes or in your group's presentation planning will result in the lowering of the final class participation grade. Arriving late or leaving early from class will count as a partial absence. (1/4)

It is recommended that you **call the instructor if your absence will EXCEED one class meeting**.

**COLLEGE WITHDRAWAL POLICY:**

After the add/drop period and before the last week of the term, a student may withdraw from a course by obtaining a "Withdrawal Request Card" from the Registrar and requesting the instructor's signature. A grade of W, which does not affect QPA or class standing is recorded on the student's transcript to indicate formal withdrawal. **Failure to withdraw officially from a course may result in an "F" grade and/or academic probation.** No student will receive an INC (incomplete) grade unless he/she officially requests it in writing before the final examination. This request must also be approved by the Dean of Instruction.

**TERM PROJECT:**

The student will receive a separate assignment sheet detailing the requirements for the term project. **It will be distributed during the second half of the term and will include due dates.**

**WEEK NUMBERS**  
**CHAPTERS**

**TOPICS**

**PART 1                      DESIGNING CUSTOMER-ORIENTED MARKETING STRATEGIES**

1	MARKETING: CREATING SATISFACTION THROUGH CUSTOMER RELATIONSHIPS	1
2	THE MARKETING ENVIRONMENT, ETHICS, AND SOCIAL RESPONSIBILITY	3
3	STRATEGIC PLANNING AND THE MARKETING PROCESS	2

**PART 2                      UNDERSTANDING BUYERS AND MARKETS**

4	CONSUMER BEHAVIOR	5
5	SERVING GLOBAL MARKETS	7

**PART 3                      TARGET MARKET SELECTIONS**

5, 6	MARKETING RESEARCH, DECISIONS SUPPORT SYSTEMS AND SALES FORECASTING	8
6, 7	MARKET SEGMENTATION, TARGETING AND POSITIONING	9

**PART 4                      PRODUCT DECISIONS** 11

7, 8	PRODUCT AND SERVICE STRATEGIES	
8, 9	CATEGORY AND BRAND MANAGEMENT, PRODUCT IDENTIFICATION, NEW PRODUCT DEVELOPMENT	12

**PART 6                      PROMOTIONAL DECISIONS**

10	INTEGRATED MARKETING COMMUNICATIONS	15
11	ADVERTISING AND PUBLIC RELATIONS	16
12	PERSONAL SELLING AND SALES PROMOTIONS	17

**PART 7                      PRICING DECISIONS**

13	PRICE CONCEPTS AND APPROACHES	18
14	PRICING STRATEGIES	19

**PART 5                      DISTRIBUTION DECISIONS**

15	MARKETING CHANNELS AND SUPPLY CHAIN MANAGEMENT	13
16	DIRECT MARKETING AND MARKETING RESELLERS: WHOLESALERS AND RETAILERS	14

(TIME PERMITTING)

BUSINESS TO BUSINESS MARKETING

E-COMMERCE: MARKETING IN THE DIGITAL AGE

**MARKETING PLANS: TEAM PRESENTATIONS AND FINAL EXAM**

**IMPORTANT DATES****NOTE WELL:**

QUIZ #1	THURSDAY, SEPTEMBER 21, 2006
QUIZ #2	TUESDAY, OCTOBER 10, 2006
<b>MIDSEMESTER EXAM:</b>	<b>THURSDAY, OCTOBER 26, 2006</b>
QUIZ #3	TUESDAY, NOVEMBER 14, 2006
QUIZ #4	THURSDAY, NOVEMBER 30, 2006
<b>FINAL EXAMINATION:</b>	<b>THURSDAY, DECEMBER 14, 2006</b> (TENTATIVE DATE)

**MARKETING CAMPAIGNS:**

**TEAM PRESENTATIONS: DECEMBER 5th, 7th, 12th, 2006**

Readings from the text are to be completed before the class meeting. Quizzes, exams, project presentations and other assignments will be announced. *Full participation* in all class discussions, small group decisions and the term project is required to receive a favorable 10% class participation grade. You are not fully participating if you are not in class, therefore, absences in excess of the equivalent of one week's class time will be considered strongly to undermine a favorable participation grade.

Class discussions will often center around a recent development in business which impacts on marketing. You are encouraged to bring current periodical articles and Internet web-site print outs of examples of current marketing activities to class to initiate those discussions.

**RECOMMENDED PERIODICALS:** (most are also available on the web)

ADWEEK	MARKETING NEWS
ADVERTISING AGE	JOURNAL OF AMERICAN MARKETING
BUSINESS WEEK	THE NEW YORK TIMES, BUSINESS PAGES
CONSUMER REPORTS	SALES AND MARKETING MANAGEMENT
FORBES	THE WALL STREET JOURNAL
FORTUNE	WALL STREET WEEK
HARVARD BUSINESS REVIEW	JOURNAL OF RETAILING
INC. MAGAZINE	DISCOUNT STORE NEWS

**RECOMMENDED INTERNET WEB SITES:** [www.adage.com](http://www.adage.com)  
[www.salesandmarketing.com](http://www.salesandmarketing.com) [www.adnews.com.av/](http://www.adnews.com.av/)  
[www.creativeselling.com](http://www.creativeselling.com) [www.ceo.com](http://www.ceo.com)  
[www.bizrate.com](http://www.bizrate.com) [www.peppersandrodgers1to1marketing.com](http://www.peppersandrodgers1to1marketing.com)  
[www.amazon.com](http://www.amazon.com) [www.usgovernment.org](http://www.usgovernment.org)

*In addition, pertinent marketing web sites are listed at the end of each text chapter.*