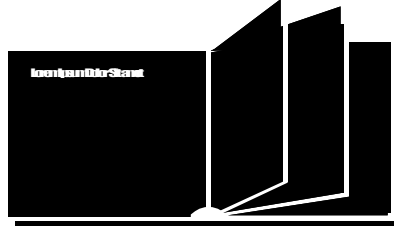


THREE RIVERS COMMUNITY COLLEGE  
**MARKETING PROGRAM**



**COURSE OF STUDY OUTLINE**

***PRINCIPLES OF MARKETING***  
***BMK 201 - 3 CREDITS***  
***FALL, 2017***

***CRN # 31499***  
***MONDAYS, WEDNESDAYS:***  
***11:00 AM – 12:15 PM***  
***ROOM D-224***

**PROFESSOR: James F. O'Shea**

**OFFICE PHONE: 860-215-9459**

**CELL PHONE: 860-334-2031**

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

## **OFFICE HOURS**

**Mondays and Wednesdays 9 to 10:45 am, and 1:30 to 4 pm**  
**Tuesdays and Thursdays 1:00 to 3 pm**  
*(or by appointment)*

### **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, social media 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:**

Boone and Kurtz, CONTEMPORARY MARKETING, 17th edition, (2016)  
Cengage Learning: Mason, OH.

**Student ISBN # 9781305075368 - Text is available for rental.**

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 assignments;
- 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. use technology to create marketing plans
- f. demonstrate an ability to use critical thinking and participate in the decision making process of marketing strategy;
- g. develop an awareness of the advantages of ethical business practices in the field of marketing;
- h. understand the nature and scope of career opportunities in the field of marketing.

### **COURSE REQUIREMENTS**

The student will be responsible for attendance, classroom participation, readings and assignments on Blackboard - web "Highlights", **four quizzes, a mid-semester exam, a term project and a final exam.**

The course work will consist of text reading, internet assignments, group discussions and

decisions, powerpoint presentations, marketing cases, use of social media for research, and utilization of student experience to illustrate concepts and examples.  
The term project will consist of a team marketing plan presentation utilizing Blackboard web discussions and collaboration to help communicate and formulate strategy.

**GRADING POLICY:**

The final grade will consist of the following factors:

3 Quizzes	20%
Class participation, attendance and term project <i>participation</i>	20%
Term Project (group preparation and performance)	20%
Mid-semester exam	20%
Final exam	<u>20%</u>
	100%

**#### NO MAKE-UP QUIZZES! NO EXCEPTIONS!**

**I DO NOT ACCEPT DOCTORS' NOTES I DO NOT EVALUATE EXCUSES**

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

**NOTE WELL:** Three quizzes will be given and the lowest grade will be dropped. **You must take all 3 quizzes to be able to drop one.**

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 **3 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 **e-mail the instructor if your absence will EXCEED one class meeting.**

**COLLEGE WITHDRAWAL POLICY:**

After the add/drop period and before December 11, 2017, 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.**

**### NOTE: SOME CHAPTERS ARE OUT OF SEQUENCE. CHAPTERS 5, 7, AND 11 ARE OPTIONAL AND WILL NOT APPEAR ON EXAMS OR QUIZZES.**

<u>WEEK NUMBERS</u>	<u>TOPICS</u>	CHAPTER #'s
<b><u>PART 1</u> DESIGNING CUSTOMER-ORIENTED MARKETING STRATEGIES</b>		
1	MARKETING: THE ART AND SCIENCE OF SATISFYING CUSTOMERS	1
2	STRATEGIC PLANNING IN CONTEMPORARY MARKETING	2
2	THE MRKTG ENVIRONMENT, ETHICS & SOCIAL RESPONSIBILITY	3
3 ***	MARKET SEGEMENTATION, TARGETING AND POSITIONING	9
<b><u>PART 2</u> UNDERSTANDING BUYERS AND MARKETS</b>		
4 ***	CONSUMER BEHAVIOR	6
<b><u>PART 3</u> TARGET MARKET SELECTION</b>		
5 ***	MARKET RESEARCH IN THE ERA OF BIG DATA	10
<b><u>PART 4</u> PRODUCT DECISIONS</b>		
6	PRODUCT AND SERVICE STRATEGIES	12
7	DEVELOPING AND MANAGING BRAND & PRODUCT CATEGORIES	13
<b><u>PART 6</u> PROMOTIONAL DECISIONS</b>		
8	INTEGRATED MARKETING COMMUNICATIONS: ADVERTISING AND PUBLIC RELATIONS	16
9	PERSONAL SELLING AND SALES PROMOTION	17
10	SOCIAL MEDIA: LIVING IN THE CONNECTED WORLD	4
<b><u>PART 7</u> PRICING DECISIONS</b>		
11	PRICING CONCEPTS	18
12	PRICING STRATEGIES	19
<b><u>PART 5</u> DISTRIBUTION DECISIONS</b>		
13	MARKETING CHANNELS & SUPPLY CHAIN MANAGEMENT	14
14	RETAILERS, WHOLESALERS, AND DIRECT MARKETERS	15
15	GLOBAL MARKETING	8
16	FINAL EXAM	



**ACADEMIC DISHONESTY POLICY STATEMENT:**

**Grounds for Dismissal from the Course**

Academic Dishonesty shall in general mean conduct which has as its intent or effect the false representation of a student's academic performance, including but not limited to (a) cheating on an examination, (b) collaborating with others in work to be presented, contrary to the stated rules of the course, (c) plagiarizing, including the submission of others' ideas or papers (whether purchased, borrowed, or otherwise obtained) as one's own, (d) stealing or having unauthorized access to examination or course materials, (e) falsifying records of laboratory or other data, (f) submitting, if contrary to the rules of a course, work previously presented in another course, and (g) knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

**DISABILITY POLICY STATEMENT:**

If you have a disability that may affect your progress in this course, please meet with a Disability Service Provider (DSP) as soon as possible. Please note that accommodations cannot be provided until you provide written authorization from a DSP.

<b>TRCC Disabilities Service Providers</b> Counseling & Advising Office Room A-119	
<b>Matt Liscum</b> (860) 383-5240	<ul style="list-style-type: none"><li>• Physical Disabilities</li><li>• Sensory Disabilities</li><li>• Medical Disabilities</li><li>• Mental Health Disabilities</li></ul>
<b>Chris Scarborough</b> (860) 892-5751	<ul style="list-style-type: none"><li>• Learning Disabilities</li><li>• ADD/ADHD</li><li>• Autism Spectrum</li></ul>