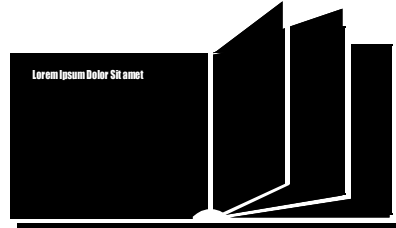


THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



COURSE OF STUDY OUTLINE

*PRINCIPLES OF MARKETING –
ONLINE COURSE*

*BMK 201 - 3 CREDITS
CRN # 11612*

SPRING, 2017

PROFESSOR: IRENE W. CLAMPET

OFFICE PHONE: (860) 215-9414 (VOICE MAIL)

OFFICE C-126

E-MAIL: 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, 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, (2015)
Cengage Learning: Mason, OH.

Student ISBN # 9781305075419 - 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 assessed by exams, discussions, assignments and projects;
- 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 participate in the decision making process of marketing strategy through the completion of marketing projects;
- 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 **timely, substantive participation*** in 1 discussion, 4 quizzes, a mid-semester exam (assessment), a marketing project and a final exam (assessment).

The course work will consist of text readings, reviews of chapter powerpoint files, "Highlights" readings, discussions,, and utilization of student experience to illustrate concepts and examples.

The term project will consist of a comprehensive marketing plan.

***A student's ACTIVE participation, and frequency of effort is tracked weekly by the instructor through a tool in the Blackboard program.**

All work must be submitted within the time frame Identified in the assignment.

**NOTE: NO EXCUSES WILL BE ACCEPTED! NO DOCTOR'S NOTES!
I DO NOT EVALUATE EXCUSES! NO EXCEPTIONS! THIS MEANS YOU!!!**

GRADING POLICY:

The final grade will consist of the following factors:

| | |
|---|------------|
| 1 Discussion (based on grading rubric 1-4 on Course Content page) | 10% |
| Term Project | 15% |
| 4 Quizzes (Assessment) | 30% |
| Mid-semester exam (Assessment) | 25% |
| Final exam (Assessment) | <u>20%</u> |
| | 100% |

WORK COMPLETION TIMES are NOT FLEXIBLE in this course.

Discussion, Quizzes, Exams (Assessments) and the Term Project will be given a STRICT time frame for completion. NO submissions will be accepted after the time expires. BUT.... Early submissions of the term project WILL be accepted.

NO EXCUSES WILL BE ACCEPTED. I DO NOT EVALUATE EXCUSES, SO PLAN YOUR TIME ACCORDINGLY

NO MAKE UP QUIZZES!----- NO EXCEPTIONS!
NO DOCTOR'S NOTES! THIS MEANS YOU!

NOTE WELL: Four quizzes will be given and the lowest grade will be dropped. You must take all 4 quizzes to be able to drop one. If you miss one, that will be the dropped one. Quizzes are available ONLY during the allowed dates stated on the home page. **The three best quiz marks will be counted in the 30% for the final grade.**

All 4 quizzes, 1 discussion, and both exams MUST be completed during the stated time permitted. Failure to complete a quiz, discussion, project section or exam on time will result in a ZERO GRADE.

Text Readings are to be completed ON TIME according to the schedule on page 5. Quizzes, exams, projects, discussions, etc. have SPECIFIC due dates for submission on page 6. Also, see the tab "Important Dates" on the Home Page. ******Discussion will center around a recent development in business which impacts on marketing.**

TERM PROJECT:

The details and requirements of the term project will be posted separately on the Course Site after the midterm exam. It will include specific details and due dates for your work. Each student will be assigned a comprehensive marketing campaign. The student will then be assigned a basic idea for a product chosen by the instructor. *The student must complete the assigned marketing plan for that product based on text material over the length of the course.* Using concepts, professional vocabulary and specific marketing terminology learned in this course, the student must provide a detailed discussion of their strategy and why it is appropriate for their product and its target market. See your syllabus for Project due date.

TRCC Academic Dishonesty Policy:**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.

COLLEGE WITHDRAWAL POLICY:

After the add/drop period and before MAY 8, 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.

E-Portfolio Requirement:

One assignment, chosen by the instructor, will be required to be submitted to the student's e-portfolio.

NOTE: SOME CHAPTERS ARE OUT OF SEQUENCE.

AND CHAPTERS 5, 7, AND 11 ARE OPTIONAL AND WILL NOT APPEAR ON EXAMS OR QUIZZES.

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

IMPORTANT DATES:

NOTE: Weeks run – THURSDAYS to WEDNESDAYS!

******PLEASE SEE:**

ASSESSMENTS, ASSIGNMENTS AND ANNOUNCEMENTS TABS ON COURSE PAGE FOR SPECIFIC ASSIGNMENTS AND DUE DATES RELATED TO THESE TOPICS.

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1. “GETTING STARTED” ASSIGNMENT **(TWO WEEKS)**
BEGINS Thurs Jan 19th - ENDS Wed Feb.1st
 2. Quiz #1 (includes questions on the Course Requirements) **(ONE WEEK)**
BEGINS Thurs Feb 9- ENDS Wed Feb 15
 3. DISCUSSION #1 **(TWO WEEKS)**
BEGINS Thurs Feb 16 - ENDS Wed March 1
 4. Quiz #2 **(ONE WEEK)** BEGINS Thurs March 2- ENDS Wed March 8
 5. **MIDTERM EXAM:** *(One Week)*
Available: Thurs. March 16 until Wed. March 22nd
 6. ***MARETING PROJECT: (Five WEEKS)***
BEGINS Thursday, March 23 –
DUE: - Wednesday, April 26th
 7. Quiz #3 **(ONE WEEK)** BEGINS Thurs March 30 - ENDS Wed April 5
 8. Quiz #4 **(ONE WEEK)** BEGINS Thurs April 13 – ENDS Wed April 19
 9. **MARKETING PROJECT DUE:** **Wednesday, April 26th**
OR BEFORE THAT DATE
 10. **FINAL EXAMINATION: (ONE WEEK)**
Available: Thurs. April 27th until Wed, May 3rd

******REMEMBER:**

NO EXCUSES WILL BE ACCEPTED FOR ANY REASON.

All work must be submitted within the time frame identified in the assignment.

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.

| TRCC Disabilities Service Providers Counseling & Advising Office Room A-119 | |
|--|--|
| Matt Liscum 860-215-9265 | <ul style="list-style-type: none">• Physical Disabilities• Sensory Disabilities• Medical Disabilities• Mental Health Disabilities |
| Matt Liscum 860-215-9265 | <ul style="list-style-type: none">• Learning Disabilities• ADD/ADHD• Autism Spectrum |