

THREE RIVERS COMMUNITY COLLEGE

Syllabus

Principles of Marketing - BMK K201

Spring Semester 2015

Thursday Evenings

6:30 P M to 9:15 P M

Room D 224

Instructor: Armand Giroux MBA

(PLEASE SHUT OFF YOUR CELLPHONE)

**Phone: (860) 739-9227
UNTIL 9 PM**

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Important Dates:

This Class Begins Thursday.....January 22
No Classes.....February 5
Last Day to Withdraw From Class.....May 11
Spring Break.....March 15through 22
Last Day of this Class.....May 18

For Other Important Dates, Please Consult the Three Rivers Academic Calendar

Course Description: This course introduces the four elements of the marketing mix: product decisions, pricing decisions, distribution decisions and promotional decisions. Emphasis is on the importance of marketing research and consumer behavior in the formulation of marketing strategies. 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, ethics 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: "CONTEMPORARY MARKETING" - 16th Edition, Boone and Kurtz, Copyright 2014, South-Western/Cengage Publishers. ISBN 9781133628460 (Additional readings may be assigned, when appropriate, in order to remain current with marketing trends).

Learning Outcomes and Course Objectives: Utilizing various learning techniques and activities, you, the student, should be able to demonstrate the following skills and learning outcomes by the completion of this course of study:

- a. An awareness of the importance of marketing in today's competitive, consumer-oriented society;
- b. Demonstrate a mastery of the basic principles, concepts and terminology of today's marketing strategy through testing and team project involvement;
- c. Be able to utilize specific marketing vocabulary to explain marketing strategy;
- d. Develop an understanding of the interrelationship of marketing activities for modern businesses in a global economy;
- e. Demonstrate an ability to participate in the decision making processes of marketing strategy through the completion of a marketing team project;
- f. Develop the ability to utilize the Internet as a resource for research and current marketing information;
- g. Use the Internet and other technology such as computer software, audio/video equipment etc. to create marketing plans;
- 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 employment opportunities..

Course Requirements: Each student is responsible to attend every class and also for active participation in class and as a team member for the course team project, further (described below), one initial exam, a mid-term and a final exam. The course work consists of assigned text readings, homework assignments, group discussions with consensus decision-making, case studies and analyses, use of Internet web sites for research, video lectures, and incorporation of student /instructor experience(s) to illustrate concepts.

Team Project: The project will involve assigned teams for **all** students (number per team dependent upon class size) to develop and to present a marketing plan for a self-selected product and/or service. The plan must include a product description, target market with demographics, as well as introductory, promotional, pricing and distribution strategies. (Page 5 below and Text Appendix A pages A 2 to A 13 provide general guidance and also illustrate a sample Marketing plan. Additional guidance/handouts will be provided in class)

Student's failure to attend class on the day of your team's scheduled presentation will result in a zero project grade. Non-cooperation with team efforts may result in your dismissal from the team – by unanimous team vote with instructor approval !!

Attendance Policy: Attendance at and participation in every **complete** class is required. Each class will begin promptly at 6:30 PM. While genuine emergencies will be recognized, **more than one (1)** absence will (each) result in a course grade point reduction. Two or more **late arrival/early departures** will be treated as an absence. **REMEMBER: You cannot possibly participate if you are absent.**

Grading and Evaluation:

A. Final course grades will be based on weighted scores as follows: (Plus/minus Grades will be assigned)

Initial Exam.....	15%
Contribution to/presentation of team marketing plan....	25%
Class Participation.....	10%
Homework.....	10%
Mid-Term Exam.....	20%
Final Exam.....	20%

B. All make-up exams, if approved, are subject to a 10 point exam grade reduction.

C. Scoring Value:

<u>Grade</u>	<u>Equivalent</u>	<u>Quality Points+</u>			
A	94-100	4.0	C+	77-79	2.3
A-	90-93	3.7	C	73-76	2.0
B+	87-89	3.3	C-	70-72	1.7
B	83-86	3.0	D+	67-69	1.3
B-	80-82	2.7	D	63-66	1.0
				D-	60-63 0.7
				F	59/less 0

(Questions concerning this grading summary are to be raised during the first class.

Schedule of Classes: Thursday Evenings

<u>Dates</u>	<u>Topics</u>	<u>Chapters</u>
	Designing Customer-Oriented Marketing Strategies (1)	
1/22	The Art & Science of satisfying customers	1
	Strategic Planning in Contemporary Marketing (Emphasis on the elements of “The Marketing Mix” Pgs 45&46)	2
1/29	The Marketing Environment, Ethics, and Social Responsibility	3
2/12	Social Media (The Connected World)	4
	E Business: Managing the customer experience	5
	Understanding Buyers and Markets (169)	
2/19	Consumer Behavior	6
	Business to Business (B2B) Marketing	7
2/26 *	Serving Global Markets	8
	Target Market Selection (269)	
3/5	Market Segmentation, Targeting and Positioning	9
	Marketing Research and Sales Forecasting	10
	Customer Relationship Marketing and Management	11
	Product Decisions (377)	
3/12	Product and Service Strategies	12
	Brand and Product Management	13
3/15 - 22	Spring Break	
	Distribution Decisions (449)	
3/26 **	Marketing Channels -Supply Chain Management	14
4/2	Retailers ,Wholesalers and direct marketers	15
	Promotional Decisions (523)	
4/9	Integrated Marketing Communications	
	Advertising and Public Relations	16
4/16	Personal Selling and Sales Promotion	17
	Pricing Decisions (607)	
4/23	Price Concepts & Strategies	18 & 19
4/30	Catch Up & Review for Final Exam	
5/8 ***	Final Exam	
5/15	Last Day of Class (Mandatory)	(Semester ends 5/18)

NOTE: * **Initial Exam** ** **Mid-term Exam** *** **Final Exam**

Course Withdrawal Policy:

Students may add/drop, in writing at the registrar's office, by February 4. A student may withdraw from a class, after consultation with his/her advisor until May 11.

Disabilities Statement:

If you have a hidden or visible disability which may require classroom or test-taking modifications, please see the instructor as soon as possible. If you have not already done so, please be sure to notify the disabled student counselor beforehand.

Team Project: Marketing Plan Development

(Teams will be formed by the instructor during the second class)

How to Proceed:

- 1) During an early class, (likely the 2nd), time will be allowed for each student to identify assigned team members. **KNOW WHO YOUR TEAM MEMBERS ARE.** Gather names, phone numbers, email addresses, convenient meeting times & places.
- 2) Read (and reread) the team project requirements on page 3 of this syllabus, also the text Appendix noted on page 3 and class handouts. **(Plan to market, as a team, a new product/service for an existing company)**
- 3) Meet as a team at least once *before* the **fourth** class at a live meeting (preferably), or at least by phone, chat room or by email etc...
- 4) Parcel out the work-**All** elements must be covered for each team member to earn a project grade. Know **YOUR** responsibilities. **Commit** to fulfilling them.
- 5) Meet as frequently as necessary to have your TEAM strategy **outlined** by the end of the 6th class. Outlines will be reviewed by the instructor.
- 6) Follow instructions given in class and consult with instructor as necessary.
- 7) Support your team presentation date and **MAKE YOUR PRESENTATION.**
(Dates will be determined by random drawing if necessary)

Online Learning Portfolio (Digication) Requirement:

All students are required to maintain an online learning portfolio using a TRCC designed template. Through this electronic tool students can see their own growth in college wide learning. The student can keep and continue to use the Digication account after graduation. A Three Rivers General Education Assessment Team will select random works to improve the college experience for all. No names will be attached to the assessment work, it will remain private and anonymous for college improvement purposes. In class outlines students will find recommended assignments which support various college wide learning abilities. The student will have a tool which can integrate their learning from the classroom, college, and life and allow for another opportunity of learning at TRCC! Students will be able to make multiple portfolios.

(The instructor reserves the right to resequence/rearrange the course material taught in class as well as exam schedule dates)

GOOD LUCK IN THE COURSE