

Three Rivers Community College  
Course Syllabus  
Principles of Marketing (BMK K201-M02 / #30254)  
Fall 2007  
Asst. Professor: Betti Gladue

**Course Schedule:**

Tuesdays and Thursdays  
11:00-12:20 p.m.  
Mohegan Campus – Room P2

**Office Hours:**

Tuesdays and Thursdays – 9:30-11:00 a.m.

**Supplemental Course Web Site:**

<http://vista.ctdlc.org>

**Contact Information:**

Office Phone: 892-5768  
E-Mail: [BGladue@trcc.commnet.edu](mailto:BGladue@trcc.commnet.edu)

**Course Description:**

This course introduces 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 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.

*Prerequisite: Placement score indicating ENG\* K101 or completion of ENG\* K100 with a "C" grade or better.*

**Text:**

Contemporary Marketing, 13<sup>th</sup> Edition, Louis Boone and David Kurtz, Thomson South-Western 2008, 2006  
ISBN # 0-324-53638-0

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:

- Demonstrate a mastery of the basic principles, concepts and terminology of today's marketing strategy through projects and testing
- Develop an awareness of the importance of marketing in today's competitive, consumer-oriented society
- Develop an understanding of the interrelationship of all marketing activities for modern business in a global economy
- Be able to use specific marketing vocabulary to explain business strategy
- Develop the ability to utilize the Internet as a resource for research and current marketing information
- Use technology to create marketing plans
- Demonstrate an ability to participate in the decision making process of marketing strategy through the completion of marketing projects
- Develop an awareness of the advantages of ethical business practices in the field of marketing
- 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 coursework will consist of assigned reading material, group discussions and decisions, PowerPoint presentations, analyses of cases, use of Internet websites 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.

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 three class sessions 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 website printouts of examples of current marketing activities to class to initiate those discussions.

## Grading:

There will be four quizzes during the course. No make-up quizzes will be given. The quizzes will cover information from the textbook and any supplemental subjects introduced. For grading purposes I will count 3 of the 4 exams – dropping the lowest exam score. The three best quiz grades will be counted in the 30% of your final grade. If you miss one of the first three exams, that exam will obviously be dropped as your lowest score – zero.

You are responsible for staying informed on all assignments, expectations, and class procedures. I suggest that you make several friends in this class to exchange contact information so you can find out what you missed.

Students receiving an ‘A’ for participation will meet the following requirements:

- Attend regularly (no more than three absences), arrive punctually, and remain for the duration of the class
- Demonstrate evidence of consistent prior reading and thought
- Participate actively in classroom dialogue
- Present summaries to the class of small group discussion and activities
- Participate in the research, creation, and performance of your team’s project.

<b>Grading Summary:</b>		
<b>Quizzes</b> <ul style="list-style-type: none"><li>• Four provided</li><li>• Will drop the lowest score</li><li>• Compilation of three of the four exams</li></ul>	=	<b>30%</b>
<b>Term Project (Group Preparation &amp; Performance)</b>	=	<b>10%</b>
<b>Homework</b>	=	<b>10%</b>
<b>Mid-term Exam</b>	=	<b>20%</b>
<b>Class Participation, Attendance &amp; Team Project Participation</b>	=	<b>10%</b>
<b>Final Exam</b>	=	<b>20%</b>

**Final Grade Scale:**

A	=	94 - 100	C	=	73 - 76	W	=	Withdrawal
A-	=	90 - 93	C-	=	70 - 72	I	=	Incomplete
B+	=	87 - 89	D+	=	67 - 69	P / F	=	Pass / Fail
B	=	83 - 86	D	=	63 - 66	AU	=	Audit
B-	=	80 - 82	D-	=	60 - 62			
C+	=	77 - 79	F	=	00 - 59			

**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.

**Recommended Periodicals:**

ADWEEK	MARKETING NEWS
ADVERTISING AGE	JOURNAL OF AMERICAL 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 Websites:**

<a href="http://www.adage.com">www.adage.com</a>	<a href="http://www.adnews.com">www.adnews.com</a>
<a href="http://www.salesandmarketing.com">www.salesandmarketing.com</a>	<a href="http://www.ceo.com">www.ceo.com</a>
<a href="http://www.creativeselling.com">www.creativeselling.com</a>	<a href="http://www.amazon.com">www.amazon.com</a>
<a href="http://www.bizrate.com">www.bizrate.com</a>	<a href="http://www.usgovernment.org">www.usgovernment.org</a>

In addition, pertinent marketing websites are listed at the end of each text chapter.

**Attendance Policy:**

Attendance is essential to success in this course. A critical understanding of marketing related issues is achieved via in-class discussions and projects. You are expected to attend all classes in order to receive full benefit from instruction, in-class work, lectures, discussion, handouts, and guest speakers.

Quizzes and tests cover more than assigned text readings; they cover everything presented in class.

If you miss a class, it is your responsibility to find out what was covered during your absence.

Additionally, part of your grade is based upon participation/in-class assignments. Promptness is noted.

**Classroom Policy:**

I respect you and expect respect from you. Being a mature college student entails responsibility. This means you are responsible for yourself, your education, your assignments, your behavior, your attitude, your timeliness, and your contributions to the classroom atmosphere. I expect all students to be prompt, attentive, prepared, supportive of their classmates, and contribute to a positive classroom atmosphere.

**College Withdrawal Policy:**

A verbal “drop or withdrawal” from course(s) will be accepted through the 10<sup>th</sup> week of classes in accordance with the designated withdrawal deadlines. Students will need to provide the following information: full name, address, date of birth, student identification number and social security number, course reference number (CRN), description/subject and instructor’s name, and if you have VA / FA benefits. Verbal drops or verbal withdrawals are processed through the Registrar’s Office and Subase site ONLY. **Failure to withdraw officially from a course may result in an “F” grade and/or academic probation.** No student will receive an “I” (incomplete) grade unless he/she officially requests it in writing before the final examination. This request must also be approved by the Academic Dean.

**Academic Dishonesty:**

Conduct which as its intent or effect the false representation of a student’s academic performance and/or knowingly and intentionally assisting another student to do so in any way constitute academic dishonesty. In the event of academic dishonesty, the College’s policy will be enforced.

**Cellular Phones and Beepers:**

Students are notified that cellular phones and beepers are allowed in class or in the Learning Resource Center only if they are turned off or turned to a silent mode. Under no circumstances are phones to be answered in class. When there are extenuating circumstances that require that a student be available by phone or beeper, the student should speak to me prior to class so that we can arrive at an agreement.

**Disabilities and Learning Difference Statement:**

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Disabilities Counseling Services at 383-5240. To avoid any delay in the receipt of accommodations, you should contact the counselor as soon as possible. Please note that I cannot provide accommodations based upon disability until I have received an accommodation letter from the Disabilities Counselor. Your cooperation is appreciated.

**Early Warning Policy:**

Students experiencing academic difficulty and/or chronic absenteeism will be notified of their class standing.

**Class Schedule:**

The class schedule is attached to the last page of this syllabus. Although I would like to adhere to this schedule as much as possible, unforeseen events and purposeful changes will require modifications. I reserve the right to make changes to this schedule as the semester progresses.

**Notification of Cancelled Class:**

If I am unable to attend a class, I will post an announcement in WebCT Vista – (<http://vista.ctdlc.org>). Obviously, if the College has announced a full college closing, I will not be in attendance.

**Changes to Syllabus:**

I reserve the right to make changes and modifications to this syllabus.

# Principles of Marketing

## Fall 2007 Schedule

<b>Class Session</b>	<b>Class Dates</b>	<b>Chapters / Schedule</b>
1	8/27	Introduction, Syllabus, Expectations, etc.
2	8/29	Ch. 1 – Marketing: The Art and Science of Satisfying Customers
3	9/4	Ch. 2 – Strategic Planning and the Marketing Process
4	9/6	Appendix: Creating an Effective Marketing Plan
5	9/11	Ch. 3 – The Marketing Environment, Ethics and Social Responsibility
6	9/13	Ch. 4 – E-Business in Contemporary Marketing
7	9/18	Ch. 5 – Consumer Behavior
8	9/20	<b>Quiz #1</b> – Chapters 1-5
9	9/25	Ch. 7 – Global Marketing
10	9/27	Ch. 8 – Marketing Research and Sales Forecasting
11	10/2	Ch. 9 – Market Segmentation, Targeting, and Positioning
12	10/4	Ch. 10 – Relationship Marketing and Customer Relationship Management (CRM)
13	10/9	<b>Quiz #2</b> – Chapters 7-10
14	10/11	Ch. 11 – Product and Service Strategies
15	10/16	Ch. 12 – Developing and Managing Brand and Product Categories
16	10/18	<b>Mid Semester Exam</b> – Chapters 1-12
17	10/23	Ch. 13 – Distribution Decisions
18	10/25	Ch. 14 – Retailers, Wholesalers, and Direct Marketers
19	10/30	Ch. 15 – Integrated Marketing Communications
20	11/1	<b>Quiz #3</b> – Chapters 11-15
21	11/06	Ch. 16 – Advertising and Public Relations
22	11/08	Ch. 17 – Personal Selling and Sales Promotion
23	11/13	Ch. 18 & 19 – Pricing Concepts & Pricing Strategies
24	11/15	<b>Quiz #4</b> – Chapters 16-19
25	11/20	<b>No Class</b>
26	11/22	<b>No Class</b>
26	11/27	<b>Team Presentations of Term Project</b>
28	11/29	<b>Team Presentations of Term Project</b>
29	12/4	<b>Team Presentations of Term Project</b>
30	12/6	<b>Final Exam</b> – Chapters 1-19 & Questions from all Term Projects