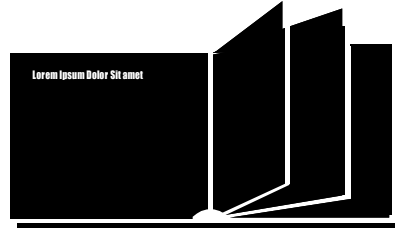


THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



COURSE OF STUDY OUTLINE

***PRINCIPLES OF MARKETING –
ONLINE COURSE***

BMK 201 - 3 CREDITS
CRN # 11612

SPRING, 2018

PROFESSOR: IRENE W. CLAMPET

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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 # 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 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 TEXT readings, power point and Highlights notes readings, 4 **substantive article commentaries**, 4 quizzes (assessments), a mid-semester exam (assessment), a marketing project and a final exam (assessment).

The course work will consist of text readings, reviews of chapter power point files, "Highlights" readings, article assignments, 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:

4 Marketing Article Summaries and Commentaries	15%
Term Project	10%
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.

Article Assignments, 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. **The three best quiz marks will be counted in the 30% for the final grade** Quizzes are available ONLY during the allowed dates stated on the home page.

In addition, FOUR articles will be assigned and the lowest grade will be dropped. **Three will be counted in the 15% of your final grade. This allows you to miss ONE article assignment without penalty.** Article assignments will ONLY be accepted during the allowed dates stated on the home page and listed on page 6 of the syllabus.

All 4 quizzes, Article assignments, 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, assignments, etc. have SPECIFIC due dates for submission on page 6. Also, see the tab "Important Dates" on the Home Page.

ARTICLE ASSIGNMENTS:

The VERY SPECIFIC requirements and details of completing the article assignments will be explained in a separate file on **the Course Content home page** titled: **ARTICLE ASSIGNMENTS REQUIREMENTS AND GRADING GUIDELINES**. Be sure you open that document and follow ALL the directions carefully. And note the due dates.

TERM PROJECT:

The details and requirements of the term project will be posted separately on the **Course Content home page 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 4, 2018**, 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.

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 10 TOPICS.**

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1. "GETTING STARTED" ASSIGNMENT **(TWO WEEKS)**
BEGINS Thurs Jan 18th - ENDS Wed Jan.31st
 2. Quiz #1 (includes questions on the Course Requirements) **(ONE WEEK)**
BEGINS Thurs Feb 8- ENDS Wed Feb 14
 3. Article #1 **(ONE WEEK)**
BEGINS Thurs Feb 15 - ENDS Wed Feb 21
 4. Quiz #2 **(ONE WEEK)** BEGINS Thurs March 1- ENDS Wed March 7
 5. Article #2 **(ONE WEEK)**
DUE TO SPRING BREAK BEGINS Thur March 8 - ENDS Wed March 21
 6. **MIDTERM EXAM:** *(One Week: Monday to Monday- DUE TO SPRING BREAK)*
Available: Monday March 19 until Monday March 26th
 7. **MARKETING PROJECT:** **(Five WEEKS)**
BEGINS Thursday, March 22 **DUE:** - Wednesday, April 25th
 8. Article #3 **(ONE WEEK)**
BEGINS Thur March 22 - ENDS Wed March 28
 8. Quiz #3 **(ONE WEEK)** BEGINS Thurs April 5 - ENDS Wed April 11
 9. Article #4 **(ONE WEEK)**
BEGINS Thur April 12 - ENDS Wed April 18
 10. Quiz # 4 **(ONE WEEK)** BEGINS Thurs April 19 – ENDS Wed April 25
 9. **MARKETING PROJECT DUE: Wednesday, April 25th OR BEFORE**
 10. **FINAL EXAMINATION: (ONE WEEK)**
Available: Thurs. May 2nd until Wed, May 9th

*******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