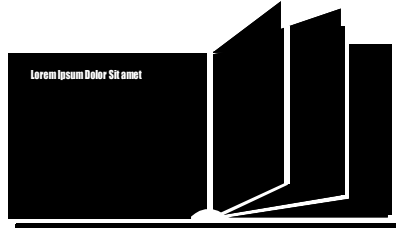


THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



COURSE OF STUDY OUTLINE

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

BMK 201 - 3 CREDITS
Banner # 11612

SPRING, 2012

PROFESSOR: IRENE W. CLAMPET

OFFICE PHONE: (860) 383-5231 (VOICE MAIL)

ON-GROUND OFFICE HOURS:

*TUESDAYS, THURSDAYS: 1:00 –2:30 PM,
ROOM C-126*

OR *by appointment*

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, internet 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, 15th edition, 2012
SOUTH-WESTERN Cengage Learning: Mason, OH, 2011.

Student ISBN # 9781111221782. 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 testing;
- 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 2 discussions, 4 quizzes, a mid-semester exam (assessment), a team marketing project and a final exam (assessment).

The course work will consist of text readings, powerpoint presentations, 2 discussions, assignments, and utilization of student experience to illustrate concepts and examples. The term project will consist of individual sections and a collaborative team marketing plan.

All work must be submitted within the time frame identified in the assignment.
NO EXCUSES WILL BE ACCEPTED!

GRADING POLICY:

The final grade will consist of the following factors:

2 Discussions (each one is worth 5% x 2)	10%
Term Project	20%
4 Quizzes (Assessment)	30%
Mid-semester exam (Assessment)	20%
Final exam (Assessment)	<u>20%</u>
	100%

WORK COMPLETION TIMES are NOT flexible in this course. Discussions, 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. Early submissions of work WILL be accepted.

NO MAKE UP QUIZZES!----- NO EXCEPTIONS!
THIS MEANS YOU!

I DO NOT EVALUATE EXCUSES, SO PLAN YOUR TIME ACCORDINGLY

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, 2 discussions 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.

Any problems relating to the completion of assignments or taking of exams must be discussed with the instructor **in advance.**

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 the last week of the term, 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 details and requirements of the term project will be posted separately on the "Home Page" after the midterm exam ends. It will include specific details and due dates for sections and the entire plan. Each student will be assigned to a team by the instructor. The team will then be assigned a basic idea for a product chosen by the instructor. The team must complete a marketing plan(using e-mails, social media, discussions and chats) for that product based on text material over the length of the course. Each member will be required to submit their section of the project individually before the entire project is put together to form a cohesive plan.

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

NOTE: SOME SECTIONS ARE OUT OF SEQUENCE AND CHAPTERS 6 AND 10 ARE OPTIONAL.

<u>WEEK NUMBERS</u>	<u>TOPICS</u>	<u>CHAPTERS</u>
<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
3	THE MRKTG ENVIRONMENT, ETHICS & SOCIAL RESPONSIBILITY	3
4	E-BUSINESS: MANAGING THE CUSTOMER EXPERIENCE	4
<u>PART 2</u> UNDERSTANDING BUYERS AND MARKETS		
5	CONSUMER BEHAVIOR	5
6	GLOBAL MARKETING	7
<u>PART 3</u> TARGET MARKET SELECTION		
6, 7	MARKET RESEARCH AND SALES FORECASTING	8
8	MARKET SEGEMENTATION, TARGETING AND POSITIONING	9
<u>PART 4</u> PRODUCT DECISIONS		
9	PRODUCT AND SERVICE STRATEGIES	11
10	DEVELOPING AND MANAGING BRAND & PRODUCT CATEGORIES	12
<u>PART 6</u> PROMOTIONAL DECISIONS		
11	INTEGRATED MARKETING COMMUNICATIONS	15
11	ADVERTISING AND PUBLIC RELATIONS	16
12	PERSONAL SELLING AND SALES PROMOTION	17
<u>PART 7</u> PRICING DECISIONS		
13	PRICING CONCEPTS	18
14	PRICING STRATEGIES	19
<u>PART 5</u> DISTRIBUTION DECISIONS		
15	MARKETING CHANNELS & SUPPLY CHAIN MANAGEMENT	13
16	RETAILERS, WHOLESALERS, AND DIRECT MARKETERS	14

IMPORTANT DATES:

Weeks run – Fridays to Thursdays

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

“GETTING STARTED” ASSIGNMENT DUE Thursday, Jan.26, 2012
Quiz #1 (Course Scavenger Hunt) BEGINS Fri. Jan. 27- ENDS Thurs. Feb. 2, 2012
DISCUSSION #1 BEGINS Fri. Feb.10-ENDS Thurs. Feb. 23, 2012
Quiz #2 BEGINS Fri. Feb.24- ENDS Thurs. Mar. 1, 2012
DISCUSSION #2 BEGINS Fri. Mar. 2- ENDS Thurs. Mar. 15, 2012

MIDTERM EXAM: Available: Friday, March 23rd-THURS., March 29th, 2012

TEAM MARKETING PROJECT DISCUSSIONS BEGIN: Fri. March 30, 2012

Quiz #3 BEGINS Fri. Apr. 6 - ENDS Thurs. Apr. 12, 2012
Quiz # 4 BEGINS Fri. Apr.20 - ENDS Thurs. Apr. 26, 2012

INDIVIDUAL PROJECT SECTIONS- DRAFT DUE Mon., April 23, 2012
TEAM MARKETING PROJECT (ALL SECTIONS) DUE Thurs., May 3, 2012

FINAL EXAMINATION: Available: Friday, May 4 - Thurs., May 10, 2012

******REMEMBER:**

NO EXCUSES WILL BE ACCEPTED.

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

Readings from the text are to be completed ON TIME according to the above schedule. Exams, project sections, discussions and other assignments will be announced with due dates for submission. ******Discussions will often center around a recent development in business which impacts on marketing.**

RECOMMENDED PERIODICALS: (most are also available on the web)

ADWEEK	MARKETING NEWS
ADVERTISING AGE	JOURNAL OF AMERICAN 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