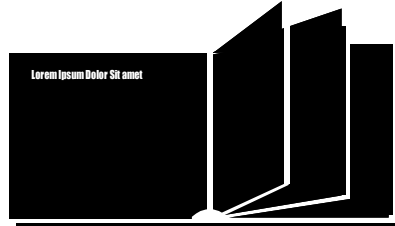


THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



COURSE OF STUDY OUTLINE

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

BMK 201 - 3 CREDITS
Banner #31150

Fall, 2009

PROFESSOR: IRENE W. CLAMPET

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

ON-GROUND OFFICE HOURS:

ROOM C-126 *TUESDAYS: 1:00 –3:00 PM,*
THURSDAYS: 1:00-2:00 PM
OR BY APPOINTMENT

E-MAIL: iclampet@trcc.comnet.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:

Grewal and Levy, MARKETING, 2nd edition, McGraw-Hill: New York, 2009.

Student ISBN # 978-0-07-7375201. CONNECT, the text's on-line supplement is included with the text book.

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. develop the ability to utilize the Internet as a resource for research and current marketing information
- f. use technology to create marketing plans
- g. demonstrate an ability to participate in the decision making process of marketing strategy through the completion of marketing projects;
- 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 positions.

COURSE REQUIREMENTS

The student will be responsible for timely, **substantive** participation in discussions, assignments, four quizzes, a mid-semester exam, a term project and a final exam. The course work will consist of text readings, powerpoint presentations, text-related website assignments, analysis of current marketing cases, and utilization of student experience to illustrate concepts and examples. The term project will consist of a team marketing plan presentation. **All work must be submitted within the time frame identified in the assignment.**

LATE SUBMISSIONS OF WORK WILL BE PENALIZED WITH A REDUCED GRADE ON THE ASSIGNMENT and IN THE PARTICIPATION GRADE.

GRADING POLICY:

The final grade will consist of the following factors:

4 Quizzes	20%
Discussions, Participation in Team projects and Assignments	30%
Term Project (preparation and performance)	10%
Mid-semester exam	20%
Final exam	<u>20%</u>
	100%

Four quizzes will be assigned and the best 3 will be counted in the final grade. The lowest grade will be dropped.

** **NO MAKE-UP QUIZZES** will be given. Failure to submit a quiz on time will result in a zero grade on that quiz. It will automatically be the dropped grade.

Failure to provide a substantive contribution to the group project will result in a reduced participation grade for the individual student. Any problems relating to the completion of assignments or taking of exams must be discussed with the instructor **in advance**.

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 during the second half of the term and will include due dates. At that time each student will be assigned to a team by the instructor and given a basic product idea.

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

<u>WEEK NUMBERS</u>	<u>TOPICS</u>	<u>CHAPTERS</u>
<u>PART 1 ASSESSING THE MARKET PLACE</u>		
1	OVERVIEW OF MARKETING	1
2	ANALYZING THE MARKETING ENVIRONMENT	4
3	DEVELOPING MARKETING STRATEGIES AND A MARKETING PLAN	2
4	MARKETING ETHICS	3
<u>PART 2 UNDERSTANDING THE MARKETPLACE</u>		
5	CONSUMER BEHAVIOR	5
6	GLOBAL MARKETING	7
<u>PART 3 TARGETING THE MARKETPLACE</u>		
6, 7	SEGMENTATION, TARGETING AND POSITIONING	8
8	MARKETING RESEARCH, AND INFORMATION SYSTEMS	9
<u>PART 4 VALUE CREATION</u>		
9	PRODUCT, BRANDING AND PACKAGING DECISIONS	10
10	DEVELOPING NEW PRODUCTS	11
10	SERVICES: THE INTANGIBLE PRODUCT	12
<u>PART 7 VALUE COMMUNICATION</u>		
11	INTEGRATED MARKETING COMMUNICATIONS	17
11	ADVERTISING, PUBLIC RELATIONS AND SALES PROMOTIONS	18
12	PERSONAL SELLING AND SALES MANAGEMENT	19
<u>PART5 VALUE CAPTURE</u>		
13	PRICE CONCEPTS FOR ESTABLISHING VALUE	13
14	STRATEGIC PRICING METHODS	14
<u>PART 6 VALUE DELIVERY: DESIGNING THE CHANNEL AND SUPPLY CHAIN</u>		
15	SUPPLY CHAIN MANAGEMENT	15
16	RETAILING AND MULTICHANNELED MARKETING	16
<u>(TIME PERMITTING)</u>		
	BUSINESS TO BUSINESS (B2B) MARKETING	6

IMPORTANT DATES:

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

QUIZ #1	WEEK OF WEDNESDAY, SEPT. 16, 2009
QUIZ #2	WEEK OF WEDNESDAY, SEPT. 30, 2009
MIDSEMESTER EXAM:	WEEK OF WEDNESDAY, OCTOBER 14, 2009
QUIZ #3	WEEK OF WEDNESDAY, NOV. 4, 2009
QUIZ #4	WEEK OF WEDNESDAY, DEC.2, 2009
FINAL EXAMINATION:	WEEK OF MONDAY, DEC. 14, 2009

MARKETING CAMPAIGNS:

TEAM PRESENTATIONS: **WEEK OF MONDAY, DEC. 7th, 2009**

*******REMEMBER:**

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

LATE SUBMISSIONS OF WORK WILL BE PENALIZED WITH A REDUCED GRADE ON THE ASSIGNMENT and IN THE PARTICIPATION GRADE.

Readings from the text are to be completed ON TIME according to the posted schedule. Quizzes, exams, project presentations and other assignments will be announced with due dates for submission.

Full participation in all discussions, decisions and the term project is required to receive a favorable participation grade.

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

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