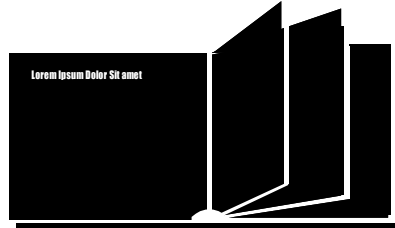


THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



COURSE OF STUDY OUTLINE

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

BMK 201 - 3 CREDITS
Banner #31150

FALL, 2010

PROFESSOR: IRENE W. CLAMPET

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

ON-GROUND OFFICE HOURS:

ROOM C-126 *TUESDAYS, THURSDAYS: 12:30 –1:00 PM,*
and 3:45-4:45 PM
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, 14th edition, SOUTH-WESTERN Cengage Learning: Mason, OH, 2011.

Student ISBN # 9780538746892. 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 discussions, 2 quizzes, assignments, a mid-semester exam (assessment), a team marketing project and a final exam (assessment).

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

GRADING POLICY:

The final grade will consist of the following factors:

Discussions and Assignments (each one is worth 10% x 3)	30%
Term Project (group grade)	10%
2 Quizzes (Assessment)	20%
Mid-semester exam (Assessment)	20%
Final exam (Assessment)	<u>20%</u>
	100%

Discussions, Assignments and Term Project will be given a STRICT time frame for completion. Any work submitted after the time allowed will be negatively impacted in its grading. Early submissions of work will be accepted.

**** **NO MAKE-UPS will be allowed on quizzes or exams. Both quizzes and both exams must be completed during the stated time permitted. Failure to complete the exam on time will result in a ZERO GRADE on that exam.**

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 on the "Home Page" after the class begins and will include specific details and due dates. 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 for that product based on text material over the length of the course.

*****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 - Thursdays to Wednesdays.

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

DISCUSSION #1	DUE	Wednesday, September 8, 2010
Quiz #1	DUE	Wednesday, September 22, 2010
Assignment #A	DUE	Wednesday October 13, 2010

MIDTERM EXAM: Available: Thurs., October 21–Wed., October 27, 2010

DISCUSSION #2	DUE	Wednesday, November 10, 2010
Quiz #2	DUE	Wednesday, November 24, 2010
TEAM MARKETING PROJECT	DUE	Wednesday, December 8, 2010

FINAL EXAMINATION: Available: Thurs., Dec. 9–Wed., Dec. 15, 2010

******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.

Readings from the text are to be completed ON TIME according to the posted 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

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