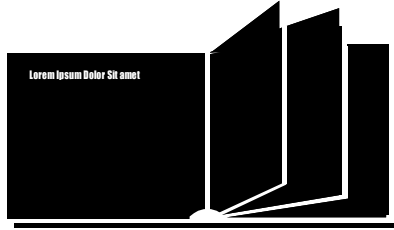


THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



COURSE OF STUDY OUTLINE

PRINCIPLES OF MARKETING - AM
BMK 201 - 3 CREDITS

Banner # 30254

FALL, 2010

TUESDAYS, THURSDAYS: 11:00 – 12:15 PM

ROOM – D 211

PROFESSOR: IRENE W. CLAMPET

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

E-MAIL: iclampet@trcc.comnet.edu

OFFICE HOURS:

ROOM C-126

TUESDAYS, THURSDAYS:

12:30 – 1:00 PM, 3:45--4:45 PM

OR BY APPOINTMENT

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 attendance, classroom participation, assignments, four quizzes, a mid-semester exam, a term project and a final exam.

The course work will consist of text reading, internet assignments, group discussions and decisions, powerpoint presentations, marketing cases, use of internet web sites for research, and utilization of student experience to illustrate concepts and examples.

The term project will consist of a team marketing plan presentation.

GRADING POLICY:

The final grade will consist of the following factors:

| | |
|---|------------|
| 4 Quizzes | 30% |
| Class participation, attendance and term project <i>participation</i> | 10% |
| Term Project (group preparation and performance) | 10% |
| Mid-semester exam | 25% |
| Final exam | <u>25%</u> |
| | 100% |

NO MAKE UP QUIZZES, NO EXCEPTIONS!

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.

The three best quiz marks will be counted in the 30% for the final grade.

**** NO MAKE-UP QUIZZES will be given. I DO NOT evaluate excuses, medical or otherwise.**

*****Absence from a quiz will result in a 0 grade on that quiz.**

Failure to attend class on the day of your group's scheduled presentation will result in a zero grade for that presentation for the absent member. Any problems relating to the completion of assignments or taking of exams must be discussed with the instructor in advance.

ABSENCE POLICY:

Absences in excess of **3 class meetings will reduce your final grade.** Excessive absence or lack of significant contribution in classes or in your group's presentation planning will result in the lowering of the final class participation grade. Arriving late or leaving early from class will count as a partial absence. (1/4)

It is recommended that you **e--mail the instructor if your absence will EXCEED one class meeting.**

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 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.**

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 DESIGNING CUSTOMER-ORIENTED MARKETING STRATEGIES</u> | | |
| 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 UNDERSTANDING BUYERS AND MARKETS</u> | | |
| 5 | CONSUMER BEHAVIOR | 5 |
| 6 | GLOBAL MARKETING | 7 |
| <u>PART 3 TARGET MARKET SELECTION</u> | | |
| 6,7 | MARKET RESEARCH AND SALES FORECASTING | 8 |
| 8 | MARKET SEGEMENTATION, TARGETING AND POSITIONING | 9 |
| <u>PART 4 PRODUCT DECISIONS</u> | | |
| 9 | PRODUCT AND SERVICE STRATEGIES | 11 |
| 10 | DEVELOPING AND MANAGING BRAND & PRODUCT CATEGORIES | 12 |
| <u>###PART 6 PROMOTIONAL DECISIONS</u> | | |
| 11 | INTEGRATED MARKETING COMMUNICATIONS | 15 |
| 11 | ADVERTISING AND PUBLIC RELATIONS | 16 |
| 12 | PERSONAL SELLING AND SALES PROMOTION | 17 |
| <u>PART 7 PRICING DECISIONS</u> | | |
| 13 | PRICING CONCEPTS | 18 |
| 14 | PRICING STRATEGIES | 19 |
| <u>PART 5 DISTRIBUTION DECISIONS</u> | | |
| 15 | MARKETING CHANNELS & SUPPLY CHAIN MANAGEMENT | 13 |
| 16 | RETAILERS, WHOLESALERS, AND DIRECT MARKETERS | 14 |
| MARKETING PLANS: TEAM PRESENTATIONS AND FINAL EXAM | | |

NOTE WELL:**IMPORTANT DATES:**

| | |
|-----------------------------|--------------------------|
| Quiz #1 | THURSDAY, SEPT. 16, 2010 |
| Quiz #2 | THURSDAY, OCT. 7, 2010 |
| Midsemester exam | THURSDAY, OCT. 21, 2010 |
| Quiz #3 | TUESDAY, NOV 16, 2010 |
| Quiz #4 | THURSDAY, DEC. 2, 2010 |
| Final exam (tentative date) | THURSDAY, DEC. 16, 2010 |

MARKETING PLAN PRESENTATIONS: DECEMBER 9, 14, 2010

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, EXCESS absences will reduce your 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 examples of current marketing activities to class to initiate those discussions.

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.