

THREE RIVERS COMMUNITY COLLEGE

Syllabus

Principles of Marketing - BMK K201

Spring Semester 2011

Wednesday Evenings

6:00 P M to 8:45 P M

Room E 206

Instructor: Armand Giroux MBA

(PLEASE SHUT OFF YOUR CELLPHONE)

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UNTIL 9 PM**

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Academic Calendar Important Dates:

This Class Begins Wednesday.....January 26
Last Day to Withdraw From Class.....May 9
Thanksgiving Break.....March 13 through 19
Last Day of this Class.....May 16

For Other Important Dates, Please Consult the Three Rivers Academic Calendar

Course Description: This course introduces 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 strategies. 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, ethics 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: "CONTEMPORARY MARKETING" - 14th Edition, Boone and Kurtz, Copyright 2008, South-Western/Cengage Publishers. (Additional readings may be assigned, when appropriate, in order to remain current with "breaking" marketing events).

Learning Outcomes and Course Objectives: Utilizing various learning techniques and activities, you, the student, should be able to demonstrate the following skills and learning outcomes by the completion of this course of study:

- a. An awareness of the importance of marketing in today's competitive, consumer-oriented society;
- b. Demonstrate a mastery of the basic principles, concepts and terminology of today's marketing strategy through testing and team project involvement;
- c. Be able to utilize specific marketing vocabulary to explain marketing strategy;
- d. Develop an understanding of the interrelationship of marketing activities for modern businesses in a global economy;
- e. Demonstrate an ability to participate in the decision making processes of marketing strategy through the completion of a marketing team project;
- f. Develop the ability to utilize the Internet as a resource for research and current marketing information;
- g. Use the Internet and other technology such as computer software, audio/video equipment etc. to create marketing plans;
- 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 employment opportunities..

Course Requirements: Each student is responsible to attend every class and also for active participation in class and as a team member for the course project; a team project (described below), one initial exam, a mid-term and a final exam. The course work consists of assigned text readings, group discussions with consensus decision-making, case studies and analyses, use of Internet web sites for research, video lectures, and incorporation of student /instructor experience(s) to illustrate concepts.

Team Project: The project will involve assigned teams for all students (number per team dependent upon class size) to develop and present a marketing plan for a self-selected product and/or service. The plan must include a product description, target market with demographics, as well as introductory, promotional, pricing and distribution strategies. (Page 5 below and Text Appendix A pages 25 to 32 provide general guidance and also illustrate a sample Marketing plan. Additional guidance/handouts will be provided in class)

Student's failure to attend class on the day of your team's scheduled presentation will result in a zero project grade. Non-cooperation with team efforts may result in your dismissal from the team – by unanimous team vote with instructor approval !!

Attendance Policy: Attendance at and participation in every **complete** class is required. Each class will begin promptly at 6:00 PM. While genuine emergencies will be recognized, **more than one (1)** absence will (each) result in a course grade point reduction. Two or more late arrival/early departures will be treated as an absence. **REMEMBER: You cannot possibly participate in class if you are absent.**

Grading and Evaluation:

A. Final course grades will be based on weighted scores as follows: (Plus/minus Grades will be assigned)

| | |
|---|-----|
| Initial Exam..... | 15% |
| Contribution to/presentation of team marketing plan.... | 25% |
| Class Participation..... | 15% |
| Mid-Term Exam..... | 20% |
| Final Exam..... | 25% |

B. All make-up exams will be subject to a 10 point exam grade reduction.

C. Scoring Value:

| Grade | Equivalent | Quality Points | | | |
|-------|------------|----------------|----|---------|-----|
| A | 94-100 | 4.0 | C+ | 77-79 | 2.3 |
| A- | 90-93 | 3.7 | C | 73-76 | 2.0 |
| B+ | 87-89 | 3.3 | C- | 70-72 | 1.7 |
| B | 83-86 | 3.0 | D+ | 67-69 | 1.3 |
| B- | 80-82 | 2.7 | D | 63-66 | 1.0 |
| | | | D- | 60-63 | 0.7 |
| | | | F | 59/less | 0.0 |

(Questions concerning this grading summary are to be raised during the first class.

Schedule of Classes: Wednesday Evenings

| <u>Dates</u> | <u>Topics</u> | <u>Chapters</u> |
|---|---|-----------------------------|
| Designing Customer-Oriented Marketing Strategies (1) | | |
| 1/26 | The Art & Science of satisfying customers | 1 |
| | Strategic Planning in Contemporary Marketing (Emphasis on the elements of “The Marketing Mix” Pgs 45-47) | 2 |
| 2/2 | The Marketing Environment, Ethics, and Social Responsibility | 3 |
| 2/9 * | E-Business : Managing the Customer Experience | 4 |
| Understanding Buyers and Markets (131) | | |
| 2/16 | Consumer Behavior | 5 |
| | Business to Business (B2B) Marketing | 6 |
| 2/23 | Serving Global Markets | 7 |
| Target Market Selection (237) | | |
| 3/2 | Marketing Research, Sales Forecasting | 8 |
| | Market Segmentation, Targeting and Positioning | 9 |
| | Customer Relationship Management (CRM) | 10 |
| Product Decisions (341) | | |
| 3/9 | **Product and Service Strategies | 11 |
| | Brand and Product Management | 12 |
| 3/16 | Spring Break | |
| Distribution Decisions (413) | | |
| 3/23 | Marketing Channels -Supply Chain Management | 13 |
| 3/30 | Retailers ,Wholesalers and direct marketers | 14 |
| Promotional Decisions (487) | | |
| 4/6 | Integrated Marketing Communications | 15 |
| | Advertising and Public Relations | 16 |
| 4/13 | Personal Selling and Sales Promotion | 17 |
| Pricing Decisions (605) | | |
| 4/20 | Price Concepts & Strategies | 18 & 19 |
| 4/27 | Review for Final | |
| 5/4 | *** Final/Course Summary | |
| 5/11 | Last Day of Class | (Semester ends 5/16) |
| <u>NOTE:</u> | * Initial Exam | ** Mid-term Exam |
| | | *** Final Exam |

Course Withdrawal Policy:

Students may add/drop, in writing at the registrar's office, for partial refund, by February 2. A student may withdraw from a class, after consultation with his/her advisor until May 9.

Disabilities Statement:

If you have a hidden or visible disability which may require classroom or test-taking modifications, please see the instructor as soon as possible. If you have not already done so, please be sure to notify the disabled student counselor beforehand.

Team Project: Marketing Plan Development

(Teams will be formed by the instructor)

How to Proceed:

- 1) During an early class, (likely the 2nd), time will be allowed for each student to identify assigned team members. **KNOW WHO YOUR TEAM MEMBERS ARE.** Gather names, phone numbers, email addresses, convenient meeting times & places.
- 2) Read (and reread) the team project requirements on page 3 of this syllabus, also the text section noted on page 3 and class handouts. **(Plan to market, as a team, a new product/service for an existing company)**
- 3) Meet as a team at least once *before* the **fourth** class at a live meeting (preferably), or at least by phone, by email etc...
- 4) Parcel out the work-**All** elements must be covered for each team member to earn a project grade. Know **YOUR** responsibilities. **Commit** to fulfilling them.
- 5) Meet as frequently as necessary to have your TEAM strategy **outlined** by the end of the 6th class. Outlines will be reviewed by the instructor.
- 6) Follow instructions given in class and consult with instructor as necessary.
- 7) Honor your team presentation date and **MAKE YOUR PRESENTATION.**
(Dates will be determined by random drawing if necessary)

WORDS OF ENCOURAGEMENT AND HELPFUL HINTS:

The best way to successfully digest an elephant is ...

ONE BITE AT THE TIME!!!

a l s o

SUCCESS IS THE MEETING OF PREPARATION AND

OPPORTUNITY.....AND...ALWAYS IN THAT ORDER!!!

(The instructor reserves the right to resequence/rearrange the order of text Chapters taught in class as well as exam schedule dates)

GOOD LUCK IN THE COURSE

