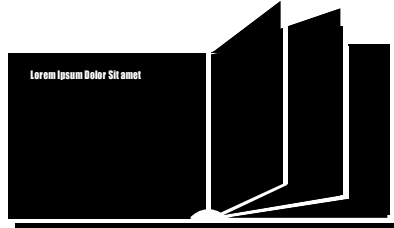


THREE RIVERS COMMUNITY COLLEGE
MARKETING PROGRAM



COURSE OF STUDY OUTLINE

*PRINCIPLES OF MARKETING –
ONLINE COURSE*

BMK 201 - 3 CREDITS
Banner # 31150

FALL, 2012

PROFESSOR: IRENE W. CLAMPET

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

ON-GROUND OFFICE HOURS ROOM C-126:
TUESDAYS, THURSDAYS: 1:00 –2:30 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, social media 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 and in digital format.

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 assessed by exams, discussions, assignments and projects;
- 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), 2 article assignments, a marketing project and a final exam (assessment).

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

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

NO EXCUSES WILL BE ACCEPTED! I DO NOT EVALUATE EXCUSES!

GRADING POLICY:

The final grade will consist of the following factors:

| | |
|---|------------|
| 2 Discussions (each one is worth 10% x 2) | 20% |
| Term Project | 10% |
| 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, Articles, 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!***

NO EXCUSES WILL BE ACCEPTED. 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.

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 December 10, 2012, 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 Course Site after the midterm exam ends. It will include specific details and due dates for your work. Each student will be assigned a section of a comprehensive marketing campaign. The student will then be assigned a basic idea for a product chosen by the instructor. The student must complete the section of the marketing plan for that product based on text material over the length of the course. Using concepts, professional vocabulary and specific marketing terminology learned in this course, the student must provide a detailed discussion of their strategy and why it is appropriate for their product and its target market

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

IMPORTANT DATES: Weeks run – Mondays to Sundays

******PLEASE SEE:**

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

“GETTING STARTED” ASSIGNMENT

BEGINS Mon Aug. 27-Ends Sun, Sept. 9th, 2012

Quiz #1 (includes questions on the Course Requirements)

BEGINS Mon. Sept. 10- ENDS Sun Sept.16, 2012

DISCUSSION #1

BEGINS Mon. Sept.17-ENDS Sun. Sept 30, 2012

Quiz #2

BEGINS Mon, Oct. 8-Ends Sunday, Oct 14, 2012

MIDTERM EXAM: Available: Monday, October 22-Sunday, Oct. 28, 2012

TEAM MARKETING PROJECT BEGINS: Mon., Nov. 5- DUE Sun, Dec. 9th, 2012

DISCUSSION #2

BEGINS Mon. Nov. 5–ENDS Sun. Nov. 18, 2012

Quiz #3

BEGINS Mon.Nov. 5-ENDS Sun. Nov.11, 2012

Quiz # 4

BEGINS Mon. Nov.26 - ENDS Sun. Dec 2, 2012

MARKETING PROJECT DUE Sunday, December 9, 2012

FINAL EXAMINATION: Available: Monday, Dec., 10- Sun., Dec. 16, 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. Quizzes, exams, projects, discussions, articles 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.