

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

COURSE SYLLABUS

Course Title: Principles of Marketing

Course #: BMK* 201

Course Description: The dynamics of the marketing function in satisfying society's needs. Includes the economic, psychological, and sociological aspects of buying behavior and the elements of the marketing mix—products and services, promotions, pricing, and distribution. Three (3) semester hours.

Prerequisites/

Co-requisites: Eligibility for ENG* 101 AND BMG* 202

Goals:

To introduce important marketing concepts, terminology, and strategies.

To learn the latest trends and market practices.

Outcomes:

At the conclusion of the course, the student should be able to:

- Define marketing and discuss what it entails;
- List and explain the basic principles of marketing (i.e. the “Four Ps”—Product, Place, Promotion, Price);
- Discuss the importance of creating customer value and managing customer relationships;
- Describe the factors involved in consumer decision making;
- Explain buyer behavior and the four basic types of marketing opportunities;
- Discuss the importance of ethics and social responsibility in marketing management;
- Identify, explain, and apply the important marketing concepts in case situations;
- Prepare a marketing plan;
- Demonstrate good communication skills.

College Policies

Plagiarism: Plagiarism and Academic Dishonesty are not tolerated at Northwestern Connecticut Community College. Violators of this policy will be subject to sanctions ranging from failure of the assignment (receiving a zero), failing the course, being removed/expelled from the program and/or the College. Please refer to your “Student Handbook” under “Policy on Student Rights,” the Section entitled “Student Discipline,” or the College catalog for additional information.

Americans with Disabilities Act (ADA): The College will make reasonable accommodations for persons with documented learning, physical, or psychiatric disabilities. Students should notify Dr. Christine Woodcock, the Counselor for Students with Disabilities. She is located at Green Woods Hall, in the Center for Student Development. Her phone number is 860-738-6318 and her email is cwoodcock@nwcc.edu.

School Cancellations: If snowy or icy driving conditions cause the postponement or cancellation of classes, announcements will be made on local radio and television stations and posted on the College's website at www.nwcc.edu. Students may also call the College directly at **(860) 738-6464** to hear a recorded message concerning any inclement weather closings. Students are urged to exercise their own judgment if road conditions in their localities are hazardous.

Use of Electronic Devices: Some course content as presented in Blackboard Learn is not fully supported on mobile devices at this time. While mobile devices provide convenient access to check in and read information about your courses, they should not be used to perform work such as taking tests, quizzes, completing assignments, or submitting substantive discussion posts.

Sexual Assault and Intimate Partner Violence Resource Team: NCCC is committed to creating a community that is safe and supportive of people of all gender and sexual identities. This pertains to the entire campus community, whether on ground or virtual, students, faculty, or staff.

Sexual assault and intimate partner violence is an affront to our national conscience, and one we cannot ignore. It is our hope that no one within our campus community will become a victim of these crimes. However, if it occurs, NCCC has created the SART Team - Sexual Assault and Intimate Partner Violence Resource Team - to meet the victim's needs.

SART is a campus and community based team that is fully trained to provide trauma-informed compassionate service and referrals for comprehensive care. The team works in partnership with The Susan B. Anthony Project to extend services 24 hours a day, 7 days a week throughout the year.

The NCCC team members are:

Ruth Gonzalez, Ph.D.	860-738-6315	Greenwoods Hall Room 207
Susan Berg	860-738-6342	Greenwoods Hall Room 223
Kathleen Chapman	860-738-6344	Greenwoods Hall Room 110
Michael Emanuel	860-738-6389	Founders Hall Annex Room 308
Seth Kershner	860-738-6481	Library
Jane O'Grady	860-738-6393	Founders Hall Annex Room 212
Robin Orloski	860-738-6416	Business Office Room 201
Patricia Bouffard, Ex-Officio	860-738-6319	Founders Hall Room 103
Savannah Schmitt		Student Representative

At NCCC we care about our students, staff and faculty and their well-being. It is our intention to facilitate the resources needed to help achieve both physical and emotional health.

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Updated Fall 2016

COURSE OVERVIEW

FALL 2016

Course Title: Principles of Marketing

Number & Section: BMK* 201-61 **CRN #:** 3277 **Course Type:** Hybrid

On Campus Class Meetings: Mondays, 6:35-7:56 p.m., FH 207

Instructor: Professor Valerie Royals

Phone: 860-738-6304 **Faculty Office:** FX 312

E-Mail: vroyals@nwcc.edu **Office Hours:** Mon. and Wed. 3:00-4:30 p.m.

(The instructor is not available on weekends or during Thanksgiving Break.)

Text: MKTG 10, 10th Ed. Charles Lamb, Joseph Hair, Jr., and Carl McDaniel. Cengage Learning, Boston, MA, 2017. ISBN: 978-1-305-63182-3.

Topic Outline:

Week	Chapter	Topics/Tests	Reading Assignments
8/29	1	Course Introduction An Overview of Marketing	Read pp. 2-13.
9/5	2 & 3	Strategic Planning for Competitive Advantage Ethics and Social Responsibility	Read pp. 14-29 Read pp. 30-44.
9/12	4 & 5	The Marketing Environment Developing a Global Vision	Read pp. 46-65. Read pp. 66-87.
9/19	6	Consumer Decision Making	Read pp. 88-113.
9/26	7	Business Marketing • Test on Ch. 1-5	Read pp. 114-130.
10/3	8	Segmenting and Targeting Markets	Read pp. 132-148.
10/10	10	Product Concepts	Read pp. 172-186.
10/17	11	Developing and Managing Products • Test on Ch. 6-8	Read pp. 188-203. Read pp. 204-216.
10/24	13	Supply Chain Management & Marketing Channels	Read pp. 218-242.
10/31	14	Retailing • Test on Ch. 10 & 11	Read pp. 244-260.
11/7	15	Marketing Communications	Read pp. 262-279.
11/14	16	Advertising, Public Relations, & Sales Promotion	Read pp. 280-301.
11/21	17	Personal Selling & Sales Management • Test on Ch. 13 & 14	Read pp. 302-320.
11/28	18	Social Media & Marketing	Read pp. 322-339.
12/5	19	Pricing Concepts	Read pp. 340-361.
12/12		Final Exam Week • Final Test on Chapters 15-19	

Topic outline is subject to change.

Grading Policy:

The semester grade will be assessed by the following means:

Tests	40%
Assignments	20%
Class Participation/Discussions	20%
Team Project—Marketing Plan & Presentation	<u>20%</u>
	100%

Grading Evaluation Scale:

A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Below 60
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

Tests:

Tests must be taken on campus on the scheduled dates! No make-ups will be allowed on tests! The lowest test grade will be dropped. There will be no retaking of any test for any reason. Tests will not be reviewed in class. Graded test answer sheets will be returned to students. Students who wish to review and discuss their tests should schedule a special appointment to meet with the professor.

Assignments:

Class assignments will be posted in Blackboard. All assignments **must** be submitted on or before the due date. **Late assignments will not be accepted!** Students should submit typed assignments to the instructor in class on the due date. Students unable to attend the weekly class meeting due to an illness, a schedule conflict, or an emergency may submit the assignment to the appropriate Blackboard drop box. Please do not e-mail assignments to the instructor. Assignments submitted via e-mail will not be accepted!

It is the student's responsibility to know what assignments are due and when, and to have them turned in on time!

Assignments must be typed as MS Word documents in an appropriate format and labeled with the **student's name, assignment name, and due date**. Use the spell check feature and proofread all documents carefully. Pay attention to details. All work submitted should be as accurate as possible.

Marketing Plan:

Preparation of a Marketing Plan with a presentation is required. Students will be assigned to work in teams in order to prepare a written Marketing Plan and deliver a 15-20 minute PowerPoint presentation about their Marketing Plan. The instructor will select team leaders who will be responsible for coordinating the team's efforts and providing weekly updates on the team's progress. All students must collaborate and participate on the entire project to ensure complete cooperation and consistency and to receive full credit for the assignment. Students will be given the opportunity to conduct peer evaluations and report the contributions of each team member to the professor.

This is a semester long project. Please plan accordingly. The completed Marketing Plans are due no later than **November 28, 2016**. PowerPoint team presentations are scheduled for **December 5, 2016**. Attendance is mandatory!

Attendance:

Since the concepts in this course build upon the principles, information, theories, and exercises introduced in this class, active participation is required in order to master the material and accomplish course objectives. It is expected that students will attend all of the required class meetings and actively participate in this hybrid course. Since a portion of the grade is based upon class participation, it should be expected that any missed classes will affect the final course grade.

Students are expected to arrive for class on time. Late entry disrupts the class. Attendance will be recorded during the first five minutes of class. If a student is not present when attendance is taken, he/she will be considered absent. *Any student arriving late is responsible for making sure his/her attendance is noted!* Students arriving late or leaving early will only be given partial credit for attending class that day. If it is necessary to leave early, please inform the professor of the reason before class and leave quietly.

Students are responsible for all materials discussed in class and presented online and for all assignments given. Absence is not an excuse for not having assignments completed on time! If it is necessary to be absent, the student should complete any work missed before the next class meeting in order to be prepared for the next lesson.

Any student who expects to be absent for an extended period of time, should notify the professor about the absence as soon as possible.

Methods of Learning:

A variety of techniques will be used to clarify material and enhance learning for this course. These include chapter outlines, PowerPoint slides, discussions, online activities, class exercises, tests, case studies, videos, individual and group activities and assignments, and Internet research. The **MKTG 10** textbook provides additional student resources and online content.

The professor serves as a *facilitator of learning*. She organizes the class, provides online content, creates assignments, leads class discussions, and evaluates learning. She will monitor student progress in order to determine if students are meeting the course objectives.

It is critical to the approach of the course to realize that a certain level of student participation is required and expected. This hybrid class is a fast-paced, intensive course that requires a great deal of **independent learning!** This is not a traditional lecture class so delivery of the course content is different. This college-approved form of online learning requires self-directedness and time management. In other words, students own their own learning! Students are expected to be able to effectively utilize Blackboard and to come to every class session having completed reading and other assignments.

Online Activities:

Since this is a hybrid class, students will be required to use a computer, the Internet, E-mail, and online discussions to complete some of the coursework. Students should possess basic computer skills and be familiar with the Blackboard online learning system in order to participate in this class. Students must also have a reliable Internet connection.

Time management is important in order to complete all course requirements. Set aside specific times each week dedicated to online learning. Not all material will be covered during the on ground class meetings.

Outside Work: This is course will require a great deal of outside work and preparation. Plan to devote **six to nine hours** per week in addition to class meetings for reading, completing assignments, reviewing class material, studying for tests, completing the team Marketing Plan and presentation, and preparing for the next class session.

Course Questions: General questions and comments about assignments, due dates, or similar inquiries should be posted to the “Course Questions” discussion forum. Students are encouraged to respond. Personal questions about emergencies or a grade should be sent to the professor via e-mail.

Computer Help: For assistance using the College computer network contact the Computer Center, 860-738-6367, in FX 111, Monday-Friday. The technicians can provide assistance for hardware and software maintenance and troubleshooting.

Blackboard Help: Blackboard Learn technical support is available: Phone: 860-723-0221. Web address: <http://websupport.ct.edu>.

The professor will not respond to technical inquiries about Blackboard issues or personal computer problems!

Computer Lab and Classroom Policies: Food and beverages are prohibited in all computer classrooms and computer labs.

Refer to the Policy for Use of Computer Center Resources and Use of Computer Resources at Northwestern in the College catalog.

Final Exam: The final test/examination must be taken on the scheduled date. If a student must miss the final test because of a schedule conflict or illness, the professor must be notified **prior** to the scheduled date.

Academic Honesty: Students are expected to uphold the College’s standard of conduct relating to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student’s submitted work, tests, and projects must be that of the student’s own work.

Withdrawal: A student who wishes to withdraw from class must do so prior to the deadline stated in the College catalog. It is the responsibility of the student to complete the necessary withdrawal form and obtain the instructor’s signature. The student must return the completed withdrawal form to the Office of the Registrar for processing. Any student who stops attending class and fails to complete the proper form by the deadline may receive a failing grade for the class.

The last day to withdraw from classes is November 11, 2016.

Electronic Devices**In Class Policy:**

Please turn off or silence all cell phones and other similar electronic devices in the classroom while class is in session. Devices should be stored and not placed on desks so that they do not distract from the learning process.

Success Tips:

The course materials and the professor provide students with the principles, products, and practice needed to maximize course success. Active participation in the learning process is critical. Students must take initiative and engage in the learning process. All students are expected to work hard. Focus on the outcomes. The end result of one's efforts is what matters most.

If you are not willing to spend the time and apply yourself to your studies, then please expect the consequences. You will get out of this course what you put into it!

Stay on top of the reading! Don't procrastinate or you will fall behind quickly. Read the textbook sections completely and carefully. Outline important facts and highlight concepts and terminology in the textbook.

Develop vocabulary lists (with definitions and usages) to better understand the terminology.

Carefully review the chapter outlines and PowerPoint slides. Take comprehensive notes on the material.

Come to class prepared and actively participate in discussions.

Make note of all assignments given and directions for completing assignments properly. Keep track of due dates. Complete all assignments on time in order to receive credit for your efforts. Don't wait until the last minute to complete assignments! Plan ahead for large assignments. These major projects are very time consuming and labor intensive.

Review handouts carefully. Store handouts in a special folder or notebook and refer to them as needed.

Read current books, periodicals, newspaper articles, and other reliable sources of information pertaining to marketing in order to gain additional knowledge and add to class discussions and written assignments.

Study with a classmate or form a study group to provide an additional forum for studying for tests. It is recommended students use an on-campus location for these meetings. The Library has group study rooms with computers available.

Utilize the resources available in the Academic Success Center located on the third floor of Founders Hall. The staff provides free tutorial service. The weekly tutoring schedule is posted around campus and online on the College's website.

Meet with the professor during office hours or schedule a special appointment for additional assistance if needed.

Special Note:

The instructor reserves the right to make changes to any part of this course overview!

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Rev. 8/25/16