

PRINCIPLES OF MARKETING
(MKT 120)
Tuesday and Thursday 9:30 – 10:45

INSTRUCTOR:

Pat West Moreland
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Office Hours: By Appointment

TEXTBOOK:

Contemporary Marketing / Boone & Kurtz

ISBN # 0-324-31713-1, 12th Edition, Thompson Southwestern Publishers. Also, refer to the publisher's web site for the text: <http://marketing.swlearning.com>

COURSE DESCRIPTION:

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement and pricing strategies for products. Upon completion students should be able to apply marketing principles in organizational decision making.

COURSE OBJECTIVES:

- explain how marketing creates utility
- define the marketing concept
- describe the five types of nontraditional marketing
- identify the components of the marketing environment
- explain the types of competition marketers face
- explain how the social-cultural environment influences marketing
- describe the importance of international marketing
- compare the alternative strategies for entering international markets
- describe the alternative marketing mix strategies used in international marketing
- define e-commerce
- describe how marketers use the internet to achieve their firm's objectives
- identify the primary online marketing channels
- explain how marketers measure the effectiveness of their online marketing
- list the goals of internal marketing
- explain the primary methods used to measure customer satisfaction
- explain the roles of databases in relationship marketing

- distinguish between strategic planning and tactical planning
- identify the steps in the marketing planning process
- describe the concept of SWOT analysis
- describe the marketing research function
- list and explain the steps in the research process
- identify the methods by which marketing researchers collect primary data
- outline the role of market segmentation in developing a marketing strategy
- describe the criteria for effective segmentation
- explain bases used for segmentation
- identify the interpersonal determinants of consumer behavior
- outline the steps in the consumer decision process
- differentiate among response behavior
- explain each of the components of the business market
- describe the major influences on business buying behavior
- outline the steps in the organizational buying process
- classify organizational buying situations
- explain why firms develop lines of related products
- identify the major product mix decisions that marketers must make
- explain the benefits of branding and brand management
- explain the value of brand equity
- identify alternative new product development strategies
- list the stages in the new product development process
- describe the role of marketing channels
- identify the functions performed by intermediaries
- explain how retailers select target markets
- compare the basic types of direct marketing and nonstore retailing
- list the objectives of promotion
- explain the concept of the promotional mix
- compare the primary methods of developing a promotional budget
- identify the major types of advertising
- list and compare the major advertising media
- explain how marketers assess promotional effectiveness
- Compare alternative pricing strategies
- Relate price to consumer perceptions of quality
- Describe how prices are quoted

COURSE REQUIREMENTS:

- Read and study each assigned chapter carefully, using the objectives as your guide.
- Attend class as scheduled.
- Complete the assignments, bringing any questions you have to the attention of your instructor for discussion in class. Hand in complete assignments as directed by your instructor. These are the minimum required assignments for this course. Your instructor may add other assignments.

In addition to class time, you should plan to spend a minimum of 10 to 15 hours each week completing assignments and studying course materials.

ATTENDANCE / ABSENCES:

Attendance will be taken at each session. Absences disrupt a student's progress through the course; often there is a strong relationship between the number of absences and the final grade. While some absences may be unavoidable, absences in no way excuse a student from meeting course requirements. Therefore, students are expected to come to class prepared having read the text and to complete assignments and take tests as scheduled.

Students are required to attend 90% of the scheduled class meetings. If a student misses in excess of 10% of the class meetings, two points will be deducted from the student's **final grade average** for each additional, unexcused absence, not to exceed 10 points.

A student will be marked absent if not present when attendance is taken at the beginning or end of the class session, or if the student leaves early without making prior arrangements with the instructor. Planned class absences for foreseeable circumstances must be negotiated with the instructor prior to the absence and plans must be made for the submission of work missed.

Students are responsible for knowing the number of absences they accumulate. If a student maintains perfect attendance during the course of a unit, **2 points** will be added to the student's final grade.

| | #Mtg.'s per wk. | # times unexcused | Examples of excused absences are as follows: |
|---------------------|-----------------|-------------------|--|
| Class Meetings/Week | 3 | 5 | |
| Class Meetings/Week | 2 | 4 | |
| Class Meetings/Week | 1 | 2 | |

If the College cancels classes due to inclement weather, cancellation will be announced on local radio and television stations, CPCC's Bad Weather phone line (704.330.6970), and CPCC Cable Channel 17.

PHONE AND EMAIL MESSAGES:

When you leave your instructor or one of our staff members a phone message, please **clearly** identify yourself (spell your name if you suspect confusion on the listener's part), your instructor, the class and section you are taking, and tell us the basic nature of your phone call. Finally, take a few moments and carefully leave a phone number where you can be reached.

When you email, make the subject line specific. Think of the many messages you have received with the generic subject line, "Hi" or "Just for you". Put your name along with your course name or number in the subject line. Follow standard writing guidelines in the body of the email, use spell check, and remember that you are communicating with a person, not a computer.

WITHDRAWAL FROM A COURSE:

When a student determines that he/she will be unable to complete the course, it is the **student's responsibility** to initiate procedures leading to a formal withdrawal ("W") to avoid a failing ("F") grade. To receive a "W" grade, a student must withdraw before the last 25% of the academic term. While withdrawing from a course is sometimes necessary, you should know that we would like an opportunity to discuss this with you before you withdraw. If you are having difficulty, CPCC's Academic Learning Center offers free individualized and small group tutoring, computer tutorials, and strategies for improving learning skills. Additionally, before withdrawing, you should consider whether this course is a prerequisite for another course you will want to take, whether the course will be offered again, whether withdrawing will delay your plan to transfer or graduation or your financial arrangements. **The last date to withdraw for fall is November 13, 2006.**

A "W" will remain on the transcript and will not count as credit hours attempted. To earn credit, a student who received a "W" must re-register and pay for the course in a subsequent term. Financial aid recipients need to refer to the financial aid satisfactory progress policy to determine if schedule adjustments will affect financial aid.

AUDITING COURSES:

Students who wish to audit a course must complete an Audit Agreement Form, get the course instructor's signature, and submit the Audit Agreement to the registration center by the 30% date of the class. Students who audit must also discuss the attendance and participation expectations with the instructor and meet these expectations.

ACADEMIC INTEGRITY:

The purpose of the CPCC Code of Student Academic Integrity (CPCC Student Handbook) is to support the continued growth and development of a strong academic community based on principles of academic honesty and integrity. Any student who violates the CPCC Code of Student Academic Integrity is subject to academic disciplinary action. Such action may include, but is not limited to, entry of the incident in the records of the Office of Student Development, reduced grades and dismissal from the College classes, programs and activities.

INCOMPLETE GRADES:

An "I" (incomplete) may be assigned when a student has persisted through the course and has **successfully completed 90%** of the requirements for passing the class or when the instructor has determined extenuating circumstances exist. A student must resolve an incomplete grade within 6 months from the end of the semester in which the grade was assigned.

DISABILITY STATEMENT:

Students who have a documented disability or who suspect they may have a disability or learning problem can contact Services for Students with Disabilities in Terrell 219, Central Campus, or call 330-6556/6621 (voice) or 330-6421 (TTY).

TESTING / GRADING POLICY:

Exams will consist of multiple choices, true/false and short answer questions. Reviews for each exam will be conducted the class period prior to the test. Your grade is calculated on a 500 point scale.

| | | |
|---|-----------------|-------------------|
| Exams, 4 tests | 100 points each | 400 points |
| 2 Current events / presentations | 20 points each | 40 points |
| International Component or Service Learning | 60 points | 60 points |
| TOTAL | | 500 POINTS |

GRADING SCALE:

| | |
|---|-----------|
| A | 450 - 500 |
| B | 400 - 449 |
| C | 350 - 399 |
| D | 300 - 349 |
| F | Below 300 |

MAKE-UP TESTS/ASSIGNMENTS:

No make-up tests will be given without prior arrangements with the instructor at least 24 hours in advance. All make-up tests will be placed in the Central Campus Testing Center located on the Central High Bldg. on Elizabeth Avenue and must be taken by the date specified or before the next class session. Please check the schedule for the current term because hours vary. **The final test may not be taken, for any reason, late.** Late assignments will be lowered a **letter grade for each day** that the assignment is overdue.

ASSIGNMENTS:

1. Current events. Over the course of the semester you are to bring to class 2 current events that relate to marketing. You may find them in the newspaper, on T.V., in a trade journal, or in a magazine. These will be presented in class.
2. International paper for Principles of Marketing (MKT 120) OR Service Learning Option.

PAPER OPTION:

Overview of paper on the international aspect of Marketing.

Many times firms know that going global is an option they can't nor want to ignore. However, the global market is not always an easy one to enter. The smart marketer needs to think globally by setting its sights on diverse markets around the world, but act locally by being willing to adapt its business practices to conditions in other parts of the world. This exercise will help you to develop an understanding of a culture other than you own and how customer differences lead to changes in the ways marketing strategies are implemented in that culture.

Assignment:

You are to write/type a two page paper on the business customs of another culture. Select a country that you are interested in. You may research their corporate culture, the differences in consumer behavior, differences in advertising, differences in their distribution systems, in the way they sell goods and services or you may select just one of these topics.

In this paper summarize your findings and include the following:

- Brief description of the country, including the information that will affect their marketing practices
- The information you researched on your particular topic
- How this particular practice differs in the United States
- How you benefited from this assignment

SERVICE LEARNING OPTION:

To give my students the opportunity to observe, participate, and apply classroom learning in a unique environment and give back to our community CPCC is providing the opportunity to do Service-LEARNING. This is a teaching method that combines community service with academic instruction as it focuses on critical, reflective thinking and civic responsibility. Service-LEARNING programs involve students in organized community service that addresses local needs, while developing their academic skills, sense of civic responsibility, and commitment to the community. It is a form of experiential education aimed at enhancing and enriching student learning in course material.

Students who wish to participate will be required to:

1. Select an agency. There is a list generated through the Service Learning office. You must discuss with your instructor which agency you have chosen. If you would like to work with an agency that is not on the list please talk with me. I am always happy to broaden the base of agencies that we work with. Your instructor must approve the agency before you begin your service learning. The Service Learning staff will visit our classroom, at the beginning of the semester, to do an orientation.
2. Fill out and file the required paperwork with the Service Learning office.
3. Perform 20 hours of community service with an emphasis on marketing.
4. Write a 2 page paper discussing:
 - a. where you went.
 - b. what you did.
 - c. what you learned that is relevant to this course and the topics we cover.
 - d. what you learned that is of benefit in your life.

Students may select this option instead of completing the paper on international marketing.

FINAL EXAM DATE: Thursday, December 7 @ 8:00 AM

FINAL THOUGHT:

I sincerely want each of you to succeed in this class and will do everything in my power to help you. Please do not hesitate to ask questions, either in class, or afterwards, if there is something you don't understand or are concerned about.

WEEKLY SCHEDULE:

| | | |
|-----------|----------------------|---|
| August | 15 | Overview, syllabus, assignments, course objectives, class Procedures, instructor availability |
| | 17 | Chapter 1 - Marketing |
| | 22-24 | Chapter 2 – Strategic Planning |
| | 29-31 | Chapter 3 – Marketing Environment |
| September | 5 | Chapter 4 – E-Commerce |
| | 7 | Exam: Chapters 1 - 4 |
| | 12-14 | Chapter 5 – Consumer Behavior |
| | 19 | Chapter 6 – B2B Marketing |
| | 21 | Chapter 7 - Global |
| | 26-28 | Chapter 8 – Marketing Research |
| October | 3 | Exam: Chapters 5 – 8 |
| | 5-10 | Chapter 9 - Segmentation |
| | 12 | Fall Break |
| | 17 | Chapter 9 - Segmentation |
| | 19-24 | Chapter 10 – Relationship Marketing |
| | 26-31 | Chapter 11 - Product |
| November | 2 | Chapter 12 - Brand |
| | 7 | Exam: Chapters 9 – 12 |
| | 9 | Chapter 14 – Direct Marketing |
| | 14 | Paper on international Marketing or Service Learning Journal Due |
| | 14-16 | Chapter 15 - IMC |
| | 21 | Chapter 16 – Advertising |
| | 23 | Thanksgiving Break |
| | 28 | Chapter 16 – Advertising |
| 30 | Chapter 19 - Pricing | |
| December | 7 | Final Exam: December 7 @ 8:00 – 10:30, Chapters 14,15,16,19 |