

CASPER COLLEGE COURSE SYLLABUS

MKT 2100-Principles of Marketing-01

Fall 2015



Lecture Hours: **3** Lab Hours: **0** Credit Hours: **3**

Class Time: **12:30 p.m. to 1:45 p.m.** Days: **Tuesday and Thursday**

Room: **BU: #309**

Instructor's Name: **Ginny Garner**

Instructor's Contact Information: **BU #109**

Office Phone: **(307) 268-2600**

Email: [**ggarner@caspercollege.edu**](mailto:ggarner@caspercollege.edu)

www.facebook.com/CreatingExperienceMakers

www.facebook.com/CasperCollege.HospitalityManagement

(I will respond to emails within 24-hours, Monday-Friday)

Office Hours: **Monday and Wednesday: 1:00 p.m. to 2:30 p.m.**

Tuesday and Thursday: 11:00 a.m. to 12:30 p.m.

Fridays: By Appointment

Course Description: Management's approach to analyzing and solving problems in product planning, pricing, promotion and distribution of goods and services. Consumer orientation and marketing's key role in profitable business operations are emphasized.

Prerequisites: None

Institutional Outcomes:

- Demonstrate effective oral and written communication
- Solve problems using critical thinking and creativity
- Demonstrate knowledge of diverse cultures and historical perspectives
- Appreciate aesthetic and creative activities
- Use appropriate technology and information to conduct research
- Describe the value of personal, civic, and social responsibilities

Program goals:

- The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
- Business majors have the opportunity to pursue a top-quality two-year degree in Management, Leadership, or Marketing that provides the skills and abilities to succeed in the business world upon graduation.
- This educational experience enables students to develop the expertise needed to function in a business environment and to develop an understanding of the social and economic forces shaping the future of the world's economy.

Course Goals: To provide the student with a broad introduction to marketing concepts, the role of marketing in society, within organizations, and the various factors that influence marketing decision-making.

Course Objectives: Like other survey courses, you will be exposed to and expected to learn the language of marketing (e.g. terms, concepts, and frameworks used by marketing managers). You will also demonstrate a solid understanding of the major decision areas under marketing responsibility; the basic interrelationships of these decision areas; an appreciation of how to apply key frameworks; and be able to identify

the tools for analyzing customers, competition, and marketing strengths and weaknesses.

Finally, combined with an overview of promotion, team formations and collaboration, you will develop insight about the creative selection of target markets and “blending decisions” related to product, price, place and promotion to meet the needs of your target market.

Methodology: Three-hour course with successful completion of assignments, tests, in-class presentation and a written marketing review paper.

Evaluation Criteria: This course is set-up with a possible **1,000 points for the course**. These points will be earned through:

- **Four Tests= 400 points (100 points each)**
- **A Marketing Review Paper and Presentation = 150 points**
- **Four Module Assignments (75 Points Each)=300 Points**
- **In-Class Assignments=150 points**
 - **1,000 points/course.**

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)

Tests: There will be Four (4) tests throughout the course. Tests will be given in class and will consist of multiple choice and true/false questions. Each tests is worth 100 points.

Marketing Review Paper and Presentation: You will be writing a detailed marketing review paper and developing a presentation detailing your plan. The marketing plan will be worth 100 points and the presentation will be worth 50 points. More information will be distributed at a later date.

Module Assignments: You will complete four Module Assignments, one for each Module. More information will be given at a later date.

In-Class Assignments: You will complete in-class, individual and group assignments and then participate in a class discussion worth a total of 150 points. Class attendance is mandatory for full credit.

Attendance: Attendance is required for a successful grade within the class and attendance will be taken daily. In-class and out of class assignments will not be announced and you must be present to receive points.

Moodle: A Moodle shell will be set-up for the class. You can access your grade download PowerPoint presentations, view assignments and class announcement via Moodle.

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Grading:

Tests:	400 Points (100 points/each)
Module Assignments	300 Points (75 points/each)
Marketing Review Paper	100 Points
Marketing Presentation	50 Points
In-Class Assignments:	150 Points
Total:	1,000 Points

- Grades will be posted in the grade book section of your Moodle account.
- Grades will not be given over the phone or to anyone other than the student without the proper documentation.
- Your final grade will be based on the percentage points you receive on the tests and discussion assignments.

90-100= A

80- 89= B

70- 79= C

60- 69=D

59- 0= F

Required Text, Readings, and Materials:

- Textbook: Marketing: Real People, Real Choices, 8th Edition, Solomon/Marshall/Stuart, Pearson
- Movie: “The Joneses” (2009) Directed by, Derrick Borte (This movie is available on Netflix and Amazon)

Class Policies: Last Date to Change to Audit Status or to withdraw with a “W” Grade is **November 12, 2015**. No extensions will be given or drop slip signed after this date.

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Dishonesty: (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

Official Means of Communication: Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

ADA Accommodations Policy: If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college's Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu . The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

Class Schedule & Dates to Remember

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Module One: Understand the Value Proposition

August 25th: Introduction to Class

August 27th: Chapter 1: Welcome to the World of Marketing

September 1st: Chapter 1: Welcome to the World of Marketing

September 3rd: Chapter 2: Global, Ethical and Sustainable Marketing

September 8th: Chapter 2: Global, Ethical and Sustainable Marketing

September 10th: Chapter 3: Strategic Market Planning

September 15th: Chapter 3: Strategic Market Planning

September 17th: **Module One Test**

Module One Assignment Due

Module Two: Determine the Value Propositions Different Customer Want

September 22nd: **Community Presentation**

September 24th: Chapter 4: Market Research

September 29th: Chapter 6: Understand Consumer & Business Mkts

October 1st: Chapter 6: Understand Consumer & Business Markets

October 6th: Chapter 7: Segmentation, Target Mkt, & Positioning

October 8th: **Writing Center Presentation**

October 13th: Chapter 7: Segmentation, Target Mkt, & Positioning

October 15th: **Module Two Test**

Module Two Assignment Due

Module Three: Develop the Value Proposition for the Customer

October 20th: **No Class, Fall Break**

October 22nd: Chapter 8: Product I

October 27th: Chapter 8: Product I

October 29th: Chapter 9: Product II

November 3rd: Chapter 9: Product II

November 5th: Chapter 10: Price

November 10th: Chapter 10: Price

November 12th: **Module Three Test**

Module Thee Assignment Due

Module Four: **Deliver and Communicate the Value Proposition**

November 17th: Chapter 11: Deliver the Goods

November 19th: Chapter 11: Deliver the Goods

November 24th: Chapter 12: Deliver the Customer Experience

November 26th: **No Class, Thanksgiving Break**

December 1st: Chapter 12: Promotion I

December 3rd: Chapter 13: Promotion I

December 8th: Chapter 14: Promotion II

December 10th: Chapter 14: Promotion II

December 11th: **Marketing Review Paper and Presentation Due**

December 14th @ 3:10 p.m. to 5:10 p.m.: **Module Four Test**

December 15th: **Module Four Presentation Due**

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