

CASPER COLLEGE COURSE SYLLABUS

MKT 2100-Principles of Marketing-N1

Fall 2015



Lecture Hours: **Online** Lab Hours: 0 Credit Hours: **3**
Class Time: **Online** Days: **Online** Room: **Online**

Instructor's Name: **Ginny Garner**

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

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

Email: ggarner@caspercollege.edu

www.facebook.com/CreatingExperienceMakers

www.facebook.com/CasperCollege.HospitalityManagement

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

Office Hours: 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.

Friday: 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: Online course with successful completion of weekly readings, tests, online discussions assignments, and written assignments.

Evaluation Criteria: This course is set-up in **four modules** with a total of **1,000 points for the course**. These points will be earned through **four tests for a total of 400 points, nine mini assignments worth a total of 225 points, and four module assignments worth 375 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, one at the end of every four-week module. Tests will be given through your Moodle account and will consist of multiple choice, true/false and fill in the questions. Each tests is worth 100 points.

- I will open tests at 8:00 a.m. (MST) on the Thursday of “test week” and will close tests at 12:00 a.m. (MST) on Sunday. You will have 75 minutes to complete the test once you start. Each test will consist of 50 questions. All tests must be completed by 11:59 p.m. (MST) on Sunday to receive credit. Please see the attached sheet for test dates.

Mini Assignments: There will be two Mini Assignment plus an introduction assignment for each module. **Each Mini Assignment will vary in format and each are worth 25 points**. All Mini Assignments will be posted at the start of each module. Please see Moodle for specific dates.

Module Assignments: There will one Module Assignment for each Module. The first three will be worth **75 points** with a **Marketing Review paper and presentation worth 150 points**. Please see Moodle for specific dates.

All Assignments are due by 11:59 p.m. (MST) Sunday Nights.

Participation: If you are not participating in the class you will not pass.

Grading:

Tests:	400 Points	100 points/Module
Mini Assignments:	225 Points	
Module Assignments	375 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

Module One: Understand the Value Proposition

August 24th-September 20th:

- **Chapter 1: Welcome to the World of Marketing**
- **Chapter 2: Global, Ethical and Sustainable Marketing**
- **Chapter 3: Strategic Market Planning**

Test Due: Sunday, September 20th

Module Two: Determine the Value Proposition for the Customer

September 21st-October 18th:

- **Chapter 4: Market Research**
- **Chapter 6: Understand Consumer and Business Markets**
- **Chapter 7: Segmentation, Target Marketing, and Positioning**

Test Due: Sunday, October 18th

Module Three: Develop the Value Proposition for the Customer

October 19th-November 15th:

- **Chapter 8: Product I**
- **Chapter 9: Product II**
- **Chapter 10: Price**

Test Due: Sunday, November 15th

Module Four: Deliver and Communicate the Value Proposition

November 16th-December 13th

- **Chapter 11: Deliver the Goods**
- **Chapter 12: Deliver the Customer Experience**
- **Chapter 13: Promotion I**
- **Chapter 14: Promotion II**

Test Due: Sunday, December 13th