

Syllabus

Instructor:

Phone:

Email:

Textbook and Other Resources

Kerin, Roger A., Hartley, Steven W., Rudelius, William (2015). *Marketing*. 15th Ed. McGraw-Hill Irwin.

Connect link:

<https://connect.mheducation.com/class/s-mclaughlin-sp22-mkt-205-for-ebook>

IMPORTANT!! You must introduce yourself by Wednesday, week 1, as this action will be used to report your attendance. If you do not introduce yourself by Wednesday you will be dropped from the course. If you do simply introduce yourself 5 points will be given for week 1.

Course Description: This is a writing intensive course that serves as an **introduction to marketing** which is a vital business activity in the American economy. The course focuses on developing an understanding of basic principles and fundamental marketing issues and describes the marketing environment, marketing analysis and strategy, and the marketing program.

COURSE & LEARNING OUTCOMES

At the conclusion of the course students will be able to achieve the following:

- Explain the roles of marketing in society, industry, and the individual firm.
- Illustrate potential marketing opportunities.
- Analyze basic marketing research.
- Assess the various aspects of consumer and industrial buying behaviors and the challenges of marketing in a consumer-oriented society.
- Describe market segmentation and forecasting market potential.
- Explain the elements of an integrated marketing plan, its management and development.
- Appraise the intermediaries in the distribution process and the channels of distribution.
- Review the creation of a viable product promotion and distribution plan.
- Describe the product life cycle and its relationship to the marketing mix.

- Critique the nature of sales and sales strategies.
- Discuss the attributes of pricing strategies.
- Demonstrate time management skills by meeting deadlines and completing all assignments on time.
- Recognize and exhibit an understanding of ethical considerations and issues.
- Demonstrate the ability to perform writing assignments for various audiences.

Course Calendar

Specific due dates for written assignments and discussion questions will be posted on the Learning Management System (LMS) (our online class).

Week	Material Covered	Assignments and Quizzes
1	Chapters 1-2 of the required text. Overview of a Marketing Plan	Read chapters 1-2 of the required text. Review the PowerPoint presentations of chapters 1-2 posted in the Handouts in our online class. Decide the product or service that will be the subject of your Marketing Plan. Post your decision and title in the feedback section, week 1, Coursework. IMPORTANT!! You must introduce yourself by Wednesday, as this action will be used to report your attendance. If you do not introduce yourself by Wednesday you will be dropped from the course. If you do simply introduce yourself 5 points will be given for week 1. You will find in the Forum a thread titled Introductions.
2	Chapters 3-5 of the required text.	Take the test on chapters 1-2 in week 2 Coursework.. Read Chapters 3-5 of the required text. Review PowerPoint presentations of chapters 3-5 in Handouts. Add the Situational Analysis And Swot to your Marketing Plan in Coursework week 2.
3	Chapters 6-8 of the required text.	Read chapters 6-8 of the required text. Review the PowerPoint presentations of chapters 6-8 in Handouts. Add the Marketing Objectives to your Marketing Plan in Coursework week 3.
4	Chapters 9-11 of the	Take the test(#2) on chapters 3-8 in week 4 Coursework. Read chapters 9-11 of required text. Review PowerPoint presentations of chapters 9-11 in Handouts.

	required text.	the Segmentation/Target Marketing Strategy section to your Marketing Plan in week 4 Coursework..
5	Chapters 12-14 of the required text.	<p>Read chapters 12-14 of the required text. Review PowerPoint presentations of chapters 12-14 in Handouts. Add the positioning strategy section to your Marketing Plan in week 5 Coursework.</p> <p>Post your analysis of the case, "LA Galaxy", page 338 in the text. Make sure that your analysis follows the outline given at the end of the syllabus.</p>
6	Chapters 15-17 of the required text.	<p>Take the test(#3) on chapters 9-14 and post in Coursework week 6. Read chapters 15-17 of the required text. Review PowerPoint presentations of chapters 15--17 in Handouts. Add the</p> <p>Post your final marketing plan and powerpoint presentation at week 8 Coursework..</p>
7	Chapters 17-20 of the required text.	<p>Read chapters 18-20 of the required text. Review the PowerPoint presentations of chapters 18-20 in Handouts.. Add the implementation schedule and executive summary to your</p> <p>Marketing Plan in Coursework week 6.</p> <p>Post your analysis of the case "Google, Inc.: The right Ads at the Right Time", page 541 of the text. Make sure your analysis follows the outline given for you at the end of the syllabus</p>
8	Chapters 21-22 of the required text.	<p>Take the test (#4)on chapters 15-22 at Coursework week 8. Read chapters 21-22 of the required text. Review the PowerPoint presentations of chapters 21-22 in Handouts.</p> <p>Marketing Plan. Post your final marketing plan and powerpoint presentation at week 7 Coursework..</p>

Absenteeism: This course utilizes the official NCWC 20% absenteeism rule, which means that a student can be administratively withdrawn from the class without their permission or consultation if they miss 20% of the time period for the class in any given length

semester. Because NCWC offers courses in so many different semester lengths, the 20% has been created as a standardized way of measuring absenteeism.

LENGTH	20% EQUIVALENT	20% EQUIVALENT
5-week courses	1 week of absences	1 meeting
8-week courses	2 weeks of absences	1.6 meetings
12-week courses	3 weeks of absences	2.4 meetings
15-week courses	3 weeks of absences	3 meetings

The above table tells you that if you are planning to be away (for vacation or whatever) in an 8-week course, then if you are gone more than a week and a half (the 1.6 EQUIVALENT), then you may be administratively dropped. Any exceptions must be approved by the instructor prior to the absences.

Contact requirements: The primary and most reliable means of communicating with the instructor in an online course is WWW-level contact, which means through web pages on the Internet viewed through a browser. Your web page visits are not tracked or monitored or anything like that, but you will find that the online instructor has provided you with numerous opportunities to establish your contact with them at web pages which contain, for example, discussion board opportunities, chat room features, announcement pages, and/or integration with other course management systems such as NCWC's Jenzabar Learning Management System (LMS). At the WWW-level of contact, an online student should be making a browser visit to the instructor's website and course-related websites at least once every 48 hours (every two days or three times a week which is 3 contact hours). Your secondary means of contact is by E-mail. This means of communication will be used when you are receiving any secondary instructions or announcements from the instructor about particular assignments, or when you are submitting your completed assignments to the instructor, which means that you turn your work in via the E-mail-level of contact. Please avoid using this level of contact with the instructor for matters that are not work-related.

Two (2) other matters are extremely important when using e-mail contact with the instructor: (1) Always be certain to put your name (the full name under which you registered) in all your e-mail messages, for example (a) in the subject line of the message along with the course number, (b) in the message body or bottom of the text field of your email message as if you were signing the email, and (c) in the text body, not running head or hidden properties, of any and all attachments sent along with your email; (2) Always be certain to wait at least 48 hours for the instructor to provide feedback or grading of assignments before sending the instructor any additional e-mail. Do not, for example, send the instructor an assignment and then less than 48 hours later, send another email asking if the instructor received or has graded the assignment. It is the student's responsibility, not the instructor's, to check the Sent Mail (Outbox and Inbox) features of their own e-mail program to make sure any attachments sent are properly named, formatted and readable (in MS Word), truly attached, and have not bounced back as undeliverable.

Taking Examinations: You will be given 4 exams: week 2, week 4, week 6, week 8. These exams will be multiple choice that you take directly from LMS. You will not be given a time limit. You simply read the question and post your choice of an answer from the options given..

Grading Rubrics

Grading rubrics for essay (or subjective exam items) include the REOS method, where R stands for Reasoning - how well the student uses logic, E stands for Evidence - how well the student uses citation or the ideas of recognized authorities, O stands for Observation - how well the student synthesis their personal insight or creativity with course material, and S stands for Substance - how well the student discovers or finds something significant. There will be no disputes over grading matters in this course because the instructor's word is the final authority.

Instructor Support in an Online Course: Make sure that you read the assigned material and understand how to use the APA format for referencing your material. Fee free to contact the instructor via telephone or email regarding any questions. My advice for doing well on exams is to read the book with a view towards understanding and total comprehension. Almost all exam questions, regardless of what materials they might be based on, require comprehensive understanding.

Institutional Support Resources in an Online Course: After you have officially registered for the course, you will be entered into the college portal system called Jenzabar. This is not done by the instructor, and do not contact the instructor if and when your name is not showing up on the roster in the course-related Jenzabar website or any other sections of the instructor's website which lists by code or otherwise who is officially enrolled. Please contact the school's IS (Information Systems) help desk at **help@ncwc.edu** or 252-984-5000 for any and all matters relating to your enrollment, Jenzabar email address, or other technological problems you may be experiencing.

For matters relating to your admissions status at the college, please contact the school's admissions office at **adm@ncwc.edu** or the site director at the location where you were first processed for admission to NCWC. For matters relating to financial statements, credit hours, transcripts, articulation and transfer credit, please contact the school's business office or the school's Registrar by calling the Business Office during regular working hours at 252-985-5104.

For anything relating to advising, scheduling, what courses are upcoming, or need to be taken to complete degree requirements, please contact your assigned advisor or the appropriate advisor at the ADP site where you were admitted. These advisors include, for Rocky Mount **SMDavis@ncwc.edu**, for Goldsboro **LKinney@ncwc.edu**, and for Triangle Campus **RFatteh@ncwc.edu**

If you think you need tutoring, it is available by appointment Mon-Thurs 8a.m.-9p.m. and Fri 8a.m.-5p.m. at the school's student support center at the Rocky Mount campus. Their webpage is located at **http://www.ncwc.edu/Offices/Student_Support/**. You may also contact **blwingo@ncwc.edu** for tutoring appointments. Any student with a disability that is within the

provisions of the Americans with Disabilities Act must inform their instructor at the beginning of the term of their special needs, including equipment that they feel are essential for completing the requirements of this course. Students with disabilities must self-identify before any accommodations can be made. The Disabilities Coordinator in Student Support (at 252-985-5269 or wsmcfarland@ncwc.edu) is the appropriate party to contact and prepare an accommodation plan. The instructor will make every effort to provide reasonable accommodations when and where appropriate.

If you need assistance or help at writing assignments, please look at NCWC's online writing lab website at http://annex.ncwc.edu/writing_lab/ or contact writinglab@ncwc.edu. The Lab also serves the Adult Degree Program by providing online resources for students who, for various reasons, may not be able to visit the Lab in person. These resources, which include a databank of instructional materials, email tutoring, and synchronous, online tutoring, can be found at the NCWC Online Writing Lab (OWL) http://annex.ncwc.edu/writing_lab.

For library help, please look at NCWC's library website at <http://annex.ncwc.edu/Library/> where you may find course-specific, site-specific, and discipline-specific resources which help you in doing research, finding sources of information, and utilizing school-specific media such as NCLive, a database of journals and periodicals. Please contact the library administrator or any of the library staff to obtain any needed passwords.

Plagiarism and Cheating (as per the College Catalog) are prohibited. Plagiarism is defined as taking or using the thoughts, writings, or inventions of another as one's own. It also means using direct quotations without credit and quotation marks, as well as using the ideas of another without proper credit. Some ideas in the field, however, are so general that credit need not be given. Ask your instructor when in doubt. Cheating is defined as any intent to deceive the instructor in his or her effort to grade fairly. Anything that can possibly effect the fairness of grading is cheating, which I interpret to include any collaborative, mischievous, or disruptive behavior. In this course, pay special attention to gleaning information off the Internet, and do NOT pass it off as your own, or without proper citation. Learn to paraphrase ideas in your own words. Do not purchase, borrow, or revise another student's work. Do not "double dip" an assignment you did in another class to turn it in for this one. The following penalties are applied, as per the College Catalog.

Schedule of Academic Dishonesty Penalties	
A. First offense	A. Instructor gives no credit for assignment
B. Second offense	B. VPAA withdraws student with grade of F
C. Third offense	C. VPAA suspends student from college

MAKEUP POLICY:

Assignments are permitted to be posted late with points deducted according to how late you post. After the week ends you will have to request that the week is extended for you personally so that you can go back to the particular week and post your late assignment. No assignments

are accepted in email attachments. All work must be posted in the class. The assignments page gives you clear instructions and tips on how to do assignments. An "X" on the grades page means the student hasn't yet done the assignment and is perhaps in the extension period. A "0" means the extension period has elapsed, and too late to turn anything in. A series of periods or other symbol, such as "..." means I have received your work and not graded yet. Any "0" grade may be replaced by the instructor with another number at the instructor's discretion, and permission to do any makeup work must always be with instructor permission.

INCOMPLETE POLICY:

Incompletes (a grade of "Inc") and Withdrawals (a grade of "W") are not automatic, and never given as a substitute for missing makeup periods or low scores. To receive an incomplete, a real emergency must exist for which the student misses a series of adjacent assignments, such as the last quiz, final exam, and last assignment, but this is only an example, as circumstances vary, and in all cases must involve notice beforehand and instructor approval of the emergency. Incompletes must be removed before eight weeks after the semester ends (otherwise they convert to a grade of "F"). In some cases, the instructor supports extensions beyond the eight week period, but a *Work Needed for Incomplete* form should be filled out, and the student must request such extension (in writing) to the VPAA. Instructors can also change a grade of "F" to some other letter. Students with incompletes are ineligible from registering for Independent Study, Unscheduled Courses, and Special Topics courses.

Withdrawals arranged between the student and Registrar are allowed up to the midpoint of a semester (or whenever scheduled in the college's Academic Calendar). After that date, any withdrawal is processed as a grade of "F" unless extenuating circumstances exist which are discussed with the instructor, the Registrar, and/or VPAA. Withdrawals do not compute into grade point averages, but do appear on transcripts, and may affect academic standing and/or financial aid. Tuition refund policies are set by the Business Office, with strict deadlines.

PASS/FAIL POLICY (and Audit):

If pass/fail, audit, or other grade notation scheme is chosen by the student at registration (up to the end of the Drop/Add period), then it should be understood that the instructor expects that student to complete ALL assignments that the regular students have to do. This also applies to any ADP, Online, Non-Degree, or High School students in the course. Work must be turned in by the same deadlines, and all policies (including absenteeism) are in force. Even though the College Catalog says a grade of "D" is passing, the instructor reserves the right to require an average of "C" work for a grade of "P" or "AU."

COURSE REQUIREMENTS AND GRADING

Most assignments will come from the book and/or websites. At times, however, some assignments and exams may make use of other website features, such as chat, email, and the discussion board. The book must be purchased. All websites and website access are free. Students are expected to research to support any writing and always suing APA format. NCWC Student Library privileges are expected, and must be initiated by the student. Students must also

have access or possession to a computer equipped with Microsoft office (Word), Internet access, and a web browser such as Internet Explorer will need to be obtained by the end of the first week of class. Attachments should be formatted in Word (not Works or WordPerfect), and they should be spell-checked and virus-free. Students are also expected, at their own initiative, to obtain a Jenzabar (LMS) email address, and/or keep the instructor continually informed of any email address changes (e.g., Hotmail, Yahoo, etc.) and should know that outside email addresses are not supported by college distribution lists. Students should make a habit of checking the announcements page for the course for pertinent information at least once every 48 hours.

Examination Requirements and Description: The exams for this course will consist of multiple choice questions. The instructor reserves the right to override any disagreement over right answers. Exams are not proctored and open book, open note, and open internet. You are NOT allowed to work together, work in groups, or receive any outside help on exams. Violation of this honor code will result in a final letter grade drop each time it is suspected. Exams are generally posted online as an Instructional Supplement every four weeks (every two weeks in ADP) according to the following *Schedule of Exams and Weights*, with a deadline of a week from posting to submission. Grades are posted on the grades page after submission, with online grade posts serving as your only receipt.

Written Assignments Requirements and Description: There is a final paper due in week 8 which is the Marketing Plan. It will be submitted in parts so that the instructor can review your progress, advise, and make suggestions for improvement. You are going to be required to post the different sections of the marketing plan in weeks 1-7 (20 Points each) with the final paper and powerpoint presentation due in week 8 (210 points). As this is Marketing, you are encouraged to use visuals to support your ideas.

You are also asked to analyze two cases, weeks 5 and 7. You are asked to follow APA format in your analysis of these cases. Please review the notes below titled "Competitive Case Study". Make sure that you review the sample case analyses given to you in "handouts" to give you an idea of expectations.

The marketing plan is a course long assignment that you will write a section in weeks 1-8 with each week's assignment added to the prior week for a continuing paper. Students are expected to incorporate feedback given by the instructor on each part, and to show progress on the next part by incorporating comments on each previous part. Strict penalties apply to any sign of NOT incorporating feedback or any skipping or missing parts of the paper assignment. NCWC requires all writing intensive classes provide intensive feedback on at least 3000 words of writing, and this amounts to about 10-12 pages. There are several sample Marketing Plans uploaded in "handouts" for your review.

Grading rubrics, detailed instructions, and templates are usually provided on the assignments page. General evaluation criteria for term papers are Neatness (always typed) and application of the REOS grading rubric (Reasoning, Evidence, Organization, and Substance). There is a schedule to be followed on the Marketing Plan with the different sections to be turned in according to the specifications in the Syllabus.

EVALUATION and ASSIGNMENT OF GRADES:

There are three sections to your grade: exams, case analysis, marketing plan. The points assigned for each section are noted below.

ASSIGNMENT OF GRADES

Tasks	Points	% of Grade
Tests (Total 4)	400	40
Case Studies (125 pts each)	250	25
Marketing Plan weeks 1-7(20 pts each)	140	14
Marketing Plan -final with powerpoint (week 8)	210	21

Grading Scale:

- A =Outstanding Mastery
- A- =Excellent mastery
- B+ =Very good mastery
- B =Good Mastery
- B- =Not bad mastery
- C+ =Satisfactory mastery
- C =Adequate Mastery
- C- =Minimum mastery
- D+ =Some mastery of subject
- D =Generally inadequate
- F =No mastery demonstrated

COMPETITIVE CASE STUDY

Objective: The purpose of this project is for the student to analyze the advertising strategies of an organization by applying concepts learned in the course.

Written Report: Prepare a case study using a case assigned. The case study should be 3-6 typed, double-spaced pages, plus a cover sheet, appendix and bibliography. The cover sheet should include your name, the case study name and the date. Please include any additional material you develop, such as graphs, charts, and diagrams. Be sure to include all resources used in preparing your case as part of the bibliography.

Case studies should include:

Problem (issue) identification

Identify central problem(s) and/or advertising issues

List any important secondary problems/issues

Alternative Development

Develop a minimum of 3 comprehensive alternatives. This means that each alternative must deal with both your stated central problem/issue and any listed secondary problems/issues.

Fully develop each alternative so that the reader can understand exactly what you are suggesting.

Choice and Justification

State which alternative listed is best, restating briefly that alternative.

Then offer justification; tell why this alternative is best.

Implementation Strategy

This section should outline specifically what tasks and responsibilities are necessary to effectively implement the alternative chosen.

Implementation strategy must include discussion of a timetable for completion of the various tasks and some mention of who will be responsible for those tasks.