

MKT210 Principles of Marketing

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

This course focuses on how to collect, analyze and use primary and secondary data in order to make more effective marketing decisions. Traditional marketing resources are introduced as well as up-to-date techniques for collecting primary data. Students will analyze information and make recommendations pertinent to the marketing plan.

Course Outcomes

At the completion of this course, students should be able to:

- Explain how internal/external market forces impact consumer behavior.
- Utilize marketing as a strategic management tool.
- Apply the marketing function in both "for profit" and "non-profit" organizations.
- Market to the ideal "informed consumer."
- Define what "marketing" really means in today's business and social circles.
- Create an actual Marketing Plan.

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.

- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required Textbook:

Tanner, J. & Raymond, M. (2019). Principles of Marketing. (Version 4.). Flatworld Knowledge
Available online, eBook and hard copy.

Bookstore Information

The bookstore can be located in the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:
<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1 Introduction to Marketing	
Outcomes	<ul style="list-style-type: none"> • Explain what marketing is. • Describe marketing functions. • Explain a market driven economy.
Readings	<p>Readings: Textbook</p> <ul style="list-style-type: none"> ○ Chapter 1 – What is Marketing? ○ Chapter 2 – Strategic Planning <p>Resources:</p> <ul style="list-style-type: none"> • <i>Core concepts of marketing</i> <ul style="list-style-type: none"> ○ Chapter 1 - Introducing marketing ○ Chapter 2 - Understanding and approaching the market • Part 1, Marketing: the fundamentals • Basics—and misunderstandings—About marketing • Marketing: Planning and strategizing • Marketing basics for the small business • Marketing
Lecture	<ul style="list-style-type: none"> • Defining Marketing
Discussion	Why is marketing important to the economy?
Assignments	“Your strategy is showing.”

Week 2 Strategy Development and the Consumer	
Outcomes	<ul style="list-style-type: none"> • Describe target marketing • Explain the 4 “Ps” • Explain the purchase situation • Describe the business and organization of buying
Readings	<p>Readings: Textbook</p> <ul style="list-style-type: none"> ○ Chapter 3 – Customer Behavior: How People Make Buying Decisions <ul style="list-style-type: none"> • Alphabet soup • The Four 'P's of marketing are dead

	<ul style="list-style-type: none"> • What it takes to make the sale: Making sense out of buyer behavior in a wired world <p>Resources:</p> <ul style="list-style-type: none"> • <i>Core concepts of marketing</i> <ul style="list-style-type: none"> ○ Chapter 4 - Understanding buyer behavior • The Ebbinghaus effect • Marketing strategy • The marketing mix: The 4 P's of marketing • Internal influences: Marketing • The key to marketing: The marketing plan. Part 1: Marketing plan versus marketing strategy • Small business marketing
Lecture	<ul style="list-style-type: none"> • The 4 P's
Multimedia	<ul style="list-style-type: none"> • The Marketing Offer
Discussion	Strategy and planning
Assignments	Supermarket
Quiz	Refer to your course

Week 3 Information, Planning, and New Products	
Outcomes	<ul style="list-style-type: none"> • Use marketing information systems • Collect data and secondary information • Explain products, goods, and services • Describe and employ branding • Use product life cycle planning • Explain new product development
Readings	<p>Readings:</p> <ul style="list-style-type: none"> • Textbook <ul style="list-style-type: none"> ○ Chapter 6 – Creating Offerings ○ Chapter 7 - Developing and Managing Offerings ○ Also pages 147-154 • Sales, marketing, and research-and-development cooperation across new product development stages: Implications for success

	<p>Resources:</p> <ul style="list-style-type: none"> • <i>Core concepts of marketing</i> <ul style="list-style-type: none"> ○ Chapter 7: Introducing and managing the product • Product development • How to conduct marketing research • Competitive intelligence—Who are your competitors • The product life cycle
Lectures	<ul style="list-style-type: none"> • Information & Product Life Cycle • The Marketing Plan
Discussion	Product life cycle stage
Assignments	Consumer computer ownership

Week 4	Distribution
Outcomes	<ul style="list-style-type: none"> • Explain the channels of distribution (place) • Explain the logistics and importance of distribution alternatives
Readings	<p>Readings: Textbook</p> <ul style="list-style-type: none"> ○ Chapter 8 – Using Marketing channels to Create Value for Consumers ○ Chapter 16 – The Marketing Plan • Cost of utilizing channel members <p>Resources:</p> <ul style="list-style-type: none"> • <i>Core concepts of marketing</i> <ul style="list-style-type: none"> ○ Chapter 10 - Channel concepts: Distributing the product • Marketing plan outline • Importance of distribution channels • Distribution—Introduction • Marketing plan outline
Lecture	<ul style="list-style-type: none"> • Distribution
Multimedia	<ul style="list-style-type: none"> • Selecting the distribution channel
Discussion	Channels of distribution

Assignments	Outline your marketing plan
Quiz	Refer to your course

Week 5 Retailers and Promotion	
Outcomes	<ul style="list-style-type: none"> • Explain the importance of retailing in the marketing process • Describe the various types of retailers • Describe the importance of chains
Readings	<p>Readings: Textbook</p> <ul style="list-style-type: none"> ○ Chapter 12 – Digital Marketing <ul style="list-style-type: none"> • The ten types of wholesalers • Emerging trends in retail marketing strategy <p>Resources:</p> <ul style="list-style-type: none"> • Tips for creating a well-rounded marketing plan • Website Exploration <ul style="list-style-type: none"> ○ L.L. Bean ○ Land's End ○ Walmart ○ Best Buy
Lecture	<ul style="list-style-type: none"> • Retailing
Discussion	The changing face of retailing
Assignments	Big box store

Week 6 Personal Selling and Advertising	
Outcomes	<ul style="list-style-type: none"> • Describe the nature of personal selling • Explain the role of advertising • Set advertising objectives and strategies • Select the best message and medium to reach each consumer
Readings	<p>Readings: Textbook</p>

	<ul style="list-style-type: none"> ○ Chapter 11 – Integrated Marketing Communications and Traditional Media Marketing <ul style="list-style-type: none"> • The marketing communications or promotional mix <p>Resources:</p> <ul style="list-style-type: none"> • <i>Core concepts of marketing</i> <ul style="list-style-type: none"> ○ Chapter 8 - Communicating to mass markets • The Ebbinghaus effect • Social media marketing industry report: How marketers are using social media to grow their businesses
Lecture	<ul style="list-style-type: none"> • Advertising and promotion
Multimedia	<ul style="list-style-type: none"> • My best TV ads & how I made them
Discussion	Social media in selling products and services
Assignments	Advertising campaign
Quiz	Refer to your course

Week 7	Pricing
Outcomes	<ul style="list-style-type: none"> • Explain and defend pricing strategies • Use pricing flexibility • Explain how process are set
Readings	<p>Readings Textbook</p> <ul style="list-style-type: none"> ○ Chapter 15 – Price, the only Revenue Generator <ul style="list-style-type: none"> • Pricing Strategy <p>Resources:</p> <ul style="list-style-type: none"> • <i>Core concepts of marketing</i> <ul style="list-style-type: none"> ○ Chapter 9 - Pricing the product • What is price elasticity of demand? • 7 pricing strategies that improve profit • Pricing strategies

	<ul style="list-style-type: none"> • Pricing strategies 2
Lecture	<ul style="list-style-type: none"> • Pricing
Multimedia	<ul style="list-style-type: none"> • Price elasticity of demand - part 1
Discussion	Purchased product pricing
Assignments	Pricing strategies

Week 8 Ethics and Evaluation	
Outcomes	<ul style="list-style-type: none"> • Explain evaluation of marketing at the micro and macro levels • Prepare a marketing plan
Readings	<p>Readings: Textbook</p> <ul style="list-style-type: none"> ○ Chapter 14 – pages 324-328 <ul style="list-style-type: none"> • Marketing with integrity: ethics and the service-dominant logic for marketing <p>Resources:</p> <ul style="list-style-type: none"> • Statement of ethics • Ethics in marketing • Marketing ethics
Lecture	<ul style="list-style-type: none"> • Ethics
Discussion	Money spent
Assignments	Marketing Plan
Quiz	Refer to your course

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Discussions	32%
Assignments	42%
Final Project (Marketing Plan)	18%
Quizzes	8%
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website: <https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>

