Mercer County Community College

Principles of Marketing – MKT 101
Syllabus

Fall 2017

Section: #020**,** Monday and Wednesday, AD120, 1:30pm – 2:45pm
Monday, 8/2/17 – Wednesday, 12/13/17
No Class: Monday, 9/4 (Labor Day)
Wednesday, 11/22 (Thanksgiving Break)

Professor: Andrea Lynch
Direct Phone: **(609) 570-3652**
Email: lyncha@mccc.edu
Office: **BS1321**

Office Hours: Monday and Wednesday, 12:00pm-1:00pm
Monday and Wednesday, 3pm-4pm
Tuesday and Thursday, 10:30am-12:30pm

Textbook:

Marketing by Kerin, McGraw Hill Publishers – 13th Edition,
ISBN: 978-1-259-57-3545

Grading:

A. Quizzes, homework, in-class assignments - (30%)
   - There will be an online chapter quiz at the beginning of each week. Quizzes encourage you to read each chapter prior to coming to class.
   - There will be periodic take-home assignments which will be collected in Blackboard. These assignments give you opportunity to practice the concepts learned in class.
   - In-class assignments will consist of written reflection of the class discussion and count as a quiz grade. You cannot make up in-class work.

B. Case analysis - (10%)
   - Students will make a 5 minute oral presentation on a case study of an existing company. Cases illustrate the topics discussed in class. Students will be assigned a case and reflect on the "what", "so what", "now what" aspects of the case.

C. Exams - (40%)
   - There are 3 exams.

D. Final project - (20%)
   - Students will work with as a team to develop a Marketing plan for a newly developed product or service.

CATALOG DESCRIPTION:

A study of the process of planning and executing the conception, pricing, promotion, and distribution of ideas, caption, pricing, promotion, and distribution of ideas, good, and services that satisfy individual and organizational objectives.

Attendance Policy:

It is expected that students attend and be on time for all class meetings; attendance is taken at the beginning of every class. 3 lates count as an absence. Extra credit points will be added to your final grade at the end of the semester for attending 90% or more of scheduled class meetings. It is the student's responsibility to make the faculty aware if they are going to be late or absent to a future class. Students are responsible for acquiring content that is covered, announcements made, and materials that may have been distributed in class if they are absent.

Assignment Policy:

All assignments are expected to be handed in on the due date at the beginning of class. 10% will be deducted for assignments turned in late. No assignment will be accepted more than 2 weeks late.

Academic Integrity Statement

Academic integrity is important to student success. Students who submit the work of another student as their own will be penalized. According to the student handbook, "A student who, a) knowingly represents work of others as his/her own; b) uses or obtains unauthorized assistance in the execution of any academic work; or c) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized."

Classroom Conduct Statement

The college welcomes all students into an environment that creates a sense of community and pride and respect; we are all here to work cooperatively and to learn together. Students must follow ordinary rules of courtesy during class sessions. Engaging in private conversations, texting, answering a cell phone, sleeping, or other disruptive behavior during class time will not be tolerated.

Grades will be assigned in accordance with the following:

Letter grade	Nominal %	QPA quality points
A	**93-100**	**4.0**
A-	**90-92**	**3.7**
B+	**87-89**	**3.4**
B	**83-86**	**3.0**
B-	**80-82**	**2.7**
C+	**77-79**	**2.4**
C	**70-76**	**2.0**
D	**60-69**	**1.0**
F	**0-59**	**0.0**
S	**70-100**	**NA**
NC	**0-69**	**NA**

First Semester Students A coach has been assigned to assist you with navigating your first semester in college. They help with understanding how Mercer works, finding appropriate help with course work, and establishing academic goals. Visit www.mccc.edu/coaching to find your coach or Contact: Arlene Stinson, LB217, 570-3451, SOAR@mccc.edu

Academic Advising after your first semester Faculty advisors provide help with completing your major after your first semester. Meet your faculty advisors! Contact the division of your major to find out who is your faculty advisor.

Liberal Arts Division:	Debbie Stotland,	LA162, 570-3378,	Stotland@mccc.edu
Business Division:	Doris Geck,	BS134, 570-3482,	Geckd@mccc.edu
Math, Science, Health:	Barbara Pieslak,	MS126, 570-3383,	pieslakb@mccc.edu

Use your "MyMercer" Portal! Your "MyMercer" portal contains your MercerMail, financial information, class schedule, grades, and other information. Check your "MyMercer" portal every day! Visit www.mccc.edu/mymercer to access your portal.

Tutoring support Academic support services are free and available for all students. Drop in or contact the following to make arrangements:

Charles Haas, wwlearningcenter@mccc.edu
(WWC), LB 214, 570.3455
(JKC), KC311, 570-3128,

Reasonable Accommodations for Students with Documented Disabilities Mercer County Community College is committed to ensuring the full participation of all students in all activities, programs and services. If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA and Section 504 of the Rehabilitation Act, please contact Arlene Stinson in LB 216 stinsona@mccc.edu for information regarding support services. If you do not have a documented differing ability, remember that other resources are available to all students on campus including academic support through our Academic Learning Center located in LB 214.

Career and Transfer Center Planning to go to work or to transfer to a 4-year college after completing your Mercer degree? Contact the Career and Transfer Center for support and advice.

Laurene Jones (WWC), SC201, 570-3307, jonesl@mccc.edu
Kimberley Bowser (JKC), KC216, 570-3110, bowserk@mccc.edu

Counseling Services Are you experiencing personal challenges, feeling overwhelmed? Are you having stress and anxiety? Counseling services are available free of charge.

Dorothy Gasparro (Counseling services), SC239, 570-3354, gasparrd@mccc.edu

Veteran's Services If you are military, veteran, or family member, we offer free support for you.

John Becker, SC220, 570-3240, vets@mccc.edu

Important Fall 2017 dates for complete list, visit www.mccc.edu/news_calendar_academic

9/1/17 – Last day for 100% refund for 15-week class
11/10/17– Last day to withdraw from 15-week class

Course schedule

Week	Dates	Monday	Wednesday
1.	M: 8/28 W: 8/30	Welcome and Introductions	Ch. 1 Creating Customer Relationships
2.	M: 9/4 W: 9/6	NO CLASS LABOR DAY	Ch. 2 Developing a successful Organizational and Marketing strategy
3.	M 9/11 W: 9/13	Ch. 3 Scanning the Marketing Environment	Ch. 4 Ethical and Social Responsibility
4.	M: 9/18 W: 9/20	Ch. 5 Consumer Behavior	Ch. 6 Organizations as Customers
5.	M: 9/25 W: 9/27	Ch. 7 Global Customers and Markets	**Case presentations (Ch. 1-7)**
6.	M: 10/2 W: 10/4	**MIDTERM 1 Chapters 1-7**	Ch. 8 Marketing Research
7.	M: 10/9 W: 10/11	Ch. 8 Marketing Research	Ch. 9 Market Segmentation
8.	M: 10/16 W: 10/18	Ch. 10 Developing New Products and Services	Ch. 11 Managing Successful Products, services and brands
9.	M:10/23 W: 10/25	Ch. 12 Services Marketing	Ch. 13 Building the price foundation
10.	M: 10/30 W: 11/1	Ch. 14 Arriving at the Final Price	**Case presentations (Ch. 8-14)**
11.	M: 11/6 W: 11/8	**MIDTERM 2 Chapters 8-14**	Ch. 15 Managing Marketing Channels and Supply Chains
12.	M: 11/13 W: 11/15	Ch. 16 Retailing and Wholesaling	Ch. 17 Direct Marketing
13.	M: 11/20 W: 11/22	Ch. 18 Advertising, Sales promotion, and Public Relations	NO CLASS FRIDAY SCHEDULE
14.	M: 11/27 W: 11/29	Ch. 19 Using Social Media	Ch. 20 Personal Selling and Sales Management
15.	M: 12/4 W: 12/6	**Case presentations (Ch. 16-20)**	**FINAL EXAM Chapters 15-20**
16.	M: 12/11 W: 12/13	Final Presentations	Final Presentations