

Mercer County Community College
Principles of Marketing – MKT 101
Syllabus

Spring 2018

Section: #020, Monday and Wednesday, AD120, 1:30pm – 2:45pm
Meetings: Wednesday, 1/17/18 – Wednesday, 5/9/18
No Class: Monday, 3/12 Wednesday, 3/14 (Spring Break)

Professor: Andrea Lynch
Direct Phone: **(609) 570-3652**
Email: lyncha@mccc.edu
Office: **BS131**

Office Hours: Monday and Wednesday, 3pm-4pm
Tuesday and Thursday, 11am-12pm

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

Grading:

- A. Pre-tests, homework, in-class assignments - (30%)
- Chapter pre-tests are designed so you will read the chapter prior to class discussion. Each pre-test should be taken after reading the chapter and is due prior to the class discussion for that chapter. You have unlimited time for each pre-test and should use the textbook to get the correct answers. There are 20 pre-tests and the average grade for all pre-test is part of 30% of your grade for the class. You will have 3 attempts at each pre-test, the final attempt counts. You will not be allowed to start a pre-test after the due date.
 - There will be several small take-home projects and in-class assignments.
 - 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 will be taken at the beginning of every class. Students are responsible for acquiring content that is covered, announcements made, and materials that may have been distributed in class if they are late or absent. At the instructor's discretion, *students' reasonable, personal situations may permit limited excused absences if proper documentation is provided*. Students with repeated unexcused absences may be subjected to a drop in letter grade or in withdrawal from the course.

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. 3 lates count as an absence.

Assignment Policy:

All assignments are expected to be handed in on the due date at the beginning of class. 10% will be deducted each week for assignments turned in late. All late assignments must be turned in two weeks prior before the final exam.

Academic Integrity Statement

Academic integrity is important to student success. Students who submit the work of another student will be penalized. Be mindful that MYITLAB indicates to the instructor when a student has uploaded the work of another student. 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.

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 Spring 2018 dates for complete list, visit www.mccc.edu/news_calendar_academic

1/22/18 – Last day for 100% refund for 15-week class
2/21/18 – Last day for 100% refund for 10-week class
4/6/18– Last day to withdraw from 15-week class
4/13/18 – Last day to withdraw from 10-week class

Course schedule

Week	Dates	Monday	Wednesday
1.	W: 1/17	MLK DAY	Welcome and Introductions
2.	M: 1/22 W: 1/24	Ch. 1 Creating Customer Relationships	Ch. 2 Developing a successful Organizational and Marketing strategy
3.	M: 1/29 W: 1/31	Ch. 3 Scanning the Marketing Environment	Ch. 4 Ethical and Social Responsibility
4.	M: 2/5 W: 2/7	Ch. 5 Consumer Behavior	Ch. 6 Organizations as Customers
5.	M: 2/12 W: 2/14	Ch. 7 Global Customers and Markets	Case presentations (Ch. 1-7)
6.	M: 2/19 W: 2/21	Midterm Exam 1 (Chapters 1-7)	Ch. 8 Marketing Research
7.	M: 2/26 W: 2/28	Ch. 8 Marketing Research	Ch. 9 Market Segmentation
8.	M: 3/5 W: 3/7	Ch. 10 Developing New Products and Services	Ch. 11 Managing Successful Products, services and brands
	M: 3/12 W: 3/14	Spring Break	
9.	M: 3/19 W: 3/21	Ch. 12 Services Marketing	Ch. 13 Building the price foundation
10.	M: 3/26 W: 3/28	Ch. 14 Arriving at the Final Price	Case presentations (Ch. 8-14)
11.	M: 4/2 W: 4/4	Midterm Exam 2 (Chapters 8-14)	Ch. 15 Managing Marketing Channels and Supply Chains
12.	M: 4/9 W: 4/11	Ch. 16 Retailing and Wholesaling	Ch. 17 Direct Marketing
13.	M: 4/16 W: 4/18	Ch. 18 Advertising, Sales promotion, and Public Relations	Ch. 19 Using Social Media
14.	M: 4/23 W: 4/25	Ch. 20 Personal Selling and Sales Management	Case presentations (Ch. 15-20)
15.	M: 4/30 W: 5/2	Final Exam (Chapters 15-20)	Final Prep
16.	M: 5/7 W: 5/9	Final Presentations	Final Presentations