Mercer County Community College

Principles of Marketing – MKT 101
Syllabus

Fall 2016

Section: #020**,** Monday and Wednesday, AD120, 1:30pm – 2:45pm
Monday, 8/29/16 – Wednesday, 12/14/16
No Class: Monday, 9/5 (Labor Day)
Wednesday, 11/23 (Thanksgiving Break)

Professor: Andrea Lynch
Direct Phone: **(609) 232-2614**
Office Phone: (609) 570-3652
Office: BS131
Email: lyncha@mccc.edu

Office Hours: Monday and Wednesday, 9am-10am, (JKC) KC327
Monday and Wednesday, 3pm-4pm, (WWC) BS131

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 quiz for each chapter. Quizzes will usually be due before the start of class.
   - There will be periodic small take-home assignments.
   - In-class assignments will consist of written reflection of the class discussion.

B. Case analysis - (10%)
   - Students will make a 5 minute oral presentation on a case study of a 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**

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.

Important Financial Aid Information It is recommended that students complete an application for financial aid to determine eligibility for financial assistance. The application is FREE and available for completion beginning October 1, 2016 for 2017-18 academic year. Visit www.fafsa.ed.gov to complete your application. Applications should be completed before December 1, 2016. Students who are interested in MCCC Foundation scholarships are expected to complete an application as well.

Important Fall 2016 dates for complete list, visit www.mccc.edu/news_calendar_academic

9/2/16 – Last day for 100% refund
11/11/16 – Last day to withdraw

Week	Dates	Monday	Wednesday
1.	M: 8/29 W: 8/31	Welcome and Introductions	Ch. 1 Creating Customer Relationships
2.	M: 9/5 W: 9/7	LABOR DAY – NO CLASS	Ch. 1 Creating Customer Relationships
3.	M 9/12 W: 9/14	Ch. 2 Developing a successful Organizational and Marketing strategy	Ch. 3 Scanning the Marketing Environment
4.	M: 9/19 W: 9/21	Ch. 4 Ethical and Social Responsibility	Ch. 5 Consumer Behavior
5.	M: 9/26 W: 9/28	**Case study presentations (Ch. 1-5)**	Ch. 6 Organizations as Customers
6.	M: 10/3 W: 10/5	Ch. 7 Global Customers and Markets	Ch. 8 Marketing Research
7.	M: 10/10 W: 10/12	Midterm 1 Chapters 1-7	Ch. 9 Market Segmentation
8.	M: 10/17 W: 10/19	Ch. 10 Developing New Products and Services	**Case presentations (Ch. 6-10)**
9.	M:10/24 W: 10/26	Ch. 11 Managing Successful Products, services and brands	Ch. 12 Services Marketing
10.	M: 10/31 W: 11/2	Ch. 13 Building the price foundation	Ch. 14 Arriving at the Final Price
11.	M: 11/7 W: 11/9	Ch. 15 Managing Marketing Channels and Supply Chains	Midterm 2 Chapters 8-14
12.	M: 11/14 W: 11/16	**Case presentations (Ch. 11-15)**	Ch. 16 Retailing and Wholesaling
13.	M: 11/21 W: 11/23	Ch. 17 Direct Marketing	FRIDAY SCHEDULE – NO CLASS
14.	M: 11/28 W: 11/30	Ch. 18 Advertising, Sales promotion, and Public Relations	**Case presentations (Ch. 16-20)**
15.	M: 12/5 W: 12/7	Ch. 19 Using Social Media	Ch. 20 Personal Selling and Sales Management
16.	M: 12/12 W: 12/14	Final Presentations	Final Presentations
	M: 12/19	FINAL EXAM Chapters 15-20	