



MARKETING

3-0-3.0

Date: 11/30/11

COURSE NUMBER: MKT 101

PREREQUISITE(S): ENG 032, RDG 032 with a minimum grade of "C"

CO-REQUISITE(S): None

COURSE DESCRIPTIONS

This course covers an introduction to the field of marketing with a detailed study of the marketing concept and the processes of product development, pricing, promotion, and marketing distribution. Other topics will include consumer psychology, research and information systems, advertising and legislative considerations.

TEXTBOOK(S): Lamb, Charles W., Joseph F. Hair and Carl McDaniel. MKTG. 5th edition. Cengage Learning/South-Western, 2012. ISBN: 978-1-111-52809-6

REFERENCE(S): None

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: Computer with Internet access, Internet Explorer 5.0 or higher or other current browser, Java, word processing software (must be able to save Word format), and anti-virus software.

METHOD OF INSTRUCTION: This course will be taught via the Internet using online lecture notes, discussion board, and electronic messaging.

GRADING SYSTEM:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
Below	-	60	=	F

The standard mathematical procedure of rounding will be applied to arrive at a whole number percentage in final grade calculation.

**GRADE
CALCULATION
METHOD:**

Project(s)/Quizzes/Assignments	=	20%
Tests/Midterm	=	40%
Final Exam	=	40%
	=	<u>100%</u>

Everyone is expected to be present when tests are scheduled. The Midterm and Final Exam will be administered in the Spartanburg Community College Testing Lab, located in Room A-7 of the West Building. Remote testing facilities will be identified for students outside the SCC area.

Students will be given a window of testing time online for all other tests and must take the test within that window. There are no make-up tests. If an emergency arises and you are unable to be present for a test, call your instructor immediately.

Assignments may not be accepted late. Tardiness of assignments, projects, papers, and exercises may result in a grade of zero (0). If you have a chance to turn them in early – use it!

CONFIDENTIALITY:

All students' e-mail addresses may be available to other students in the class. Although some assignments in an online course may encourage or require peer communication, the instructor will make every effort to protect the confidentiality of any personal communication (for example, grades). However, you should recognize that e-mail and other electronic media are not secure; there is no guarantee of the privacy of your e-mail or other personal information.

**APPROPRIATE
ONLINE BEHAVIOR:**

The use of Spartanburg Community College's website, e-mail service or course management software for creation and/or distribution of material not pertaining to course participation is prohibited and is grounds for dismissal according to College policy under "disruptive behavior." Such actions, include, but are not limited to:

- Inappropriate use of email and discussion boards for:
 - ✓ Harassment
 - ✓ Unlawful solicitation
 - ✓ "Spamming"
 - ✓ "Flaming"

- Use of online editing tools within the course management software to:
 - ✓ Create offensive material
 - ✓ Link to inappropriate materials

**ATTENDANCE
POLICY:**

An electronic e-mail is required from each student to the instructor by the end of the drop/add period. At this time the Instructor will drop the student from the course if it is not received.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student who stops attending the online class and fails to initiate a withdrawal will remain on the class roster. *With this in mind, for every assignment, test or exam not completed while still enrolled in the course the student will receive a grade of zero and the final course grade will be calculated accordingly.*

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

**ACADEMIC
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

**CLASS/LAB
PROCEDURES:**

The Learning Center, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours.

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services by calling (864) 592-4818, toll-free 1-800-922-3679; via email through the SCC web site at www.sccsc.edu/resources/disabilities; or by visiting the office located in the East Building Room 30-B on the SCC Central campus. Contacting Student Disability Services early in the semester gives the College an opportunity to provide necessary support services and appropriate accommodations.

Program Coordinator

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**COURSE OUTCOMES
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Summarize the foundation of marketing
 1. Define Marketing
 2. Describe each of the elements of the marketing mix
 3. Describe the importance of marketing planning and target marketing
 4. Summarize the evolution of the marketing concept
 5. Identify the importance of marketing to business and society

- II. Differentiate the elements of marketing planning
 1. Define Strategic Planning
 2. Contrast the elements of a SWOT Analysis
 3. Describe the elements of an internal environment analysis
 4. Describe the elements of an external environment analysis
 5. Review the use of the business portfolio management tools
 6. Identify variables used in segmentation
 7. Explain the concept of target marketing
 8. Classify products/brands by using positioning charts
 9. Compare the different types of marketing plan
 10. Distinguish the parts of a marketing plan
 11. Differentiate the steps used while conducting marketing research

- III. Describe the psychology of consumer behavior
 1. Identify the steps of the consumer decision-making process
 2. Describe internal influences on the decision-making process
 3. Describe the situational influences on the decision-making process
 4. Summarize the social influences on the decision-making process

- IV. Describe the process of creating products
 1. Describe what are considered the layers of the product
 2. Review the classifications of products
 3. Summarize the types of innovations

4. Describe each of the step in the product development process
 5. Recognize the difference between the Adoption and Diffusion processes
- V. Summarize the process of managing products
1. Recognize the different strategies for individual and multiple products
 2. Summarize the phases of the product life cycle
 3. Review the types of branding decisions
 4. Summarize packaging and labeling decisions
- VI. Compare services to tangible products
1. Define services
 2. Compare the characteristics of services to the characteristics of products
 3. Identify the techniques used to measure service quality
- VII. Review the concepts of pricing products
1. Describe the differences between monetary and non-monetary prices
 2. Summarize the types of pricing objectives
 3. Explain how demand influences pricing
 4. Define each of the types of costs that can affect prices
 5. Review break-even analysis
 6. Describe marginal analysis
 7. Review the types of pricing strategies and tactics used in retailing and business-to-business marketing
- VIII. Describe the elements involved in product distribution
1. Describe each of the distribution channel members
 2. Summarize the types of distribution channels
 3. Explain the elements that make up physical distribution of products
- IX. Compare the elements that make up the promotional mix
1. Define advertising
 2. Compare each of the types of sales promotional tools
 3. Summarize the use of public relations
 4. Describe the use of personal selling

- X. Analyze an international country as a marketing opportunity
 - 1. Breakdown an international country's elements and attributes to analyze as if it is a marketing/business opportunity