CASPER COLLEGE COURSE SYLLABUS

MKT 2100-Principles of Marketing-01
Spring 2016

Lecture Hours: 3   Lab Hours: 0   Credit Hours: 3

Class Time: 12:30 p.m. to 1:45 p.m.   Days: Tuesday and Thursday
Room: BU: #309

Instructor’s Name: Ginny Garner

Instructor’s Contact Information: BU #208
Office Phone: (307) 268-2600
Email: ggarner@caspercollege.edu
www.facebook.com/CreatingExperienceMakers
www.facebook.com/CasperCollege.HospitalityManagement
(I will respond to emails within 24-hours, Monday-Friday)

Office Hours: Monday and Wednesday: 1:00 p.m. to 2:30 p.m.
Tuesday and Thursday: 10:00 a.m. to 11:00 p.m.
1:45 p.m. to 2:15 p.m.

Fridays: By Appointment

Course Description: Management’s approach to analyzing and solving problems in product planning, pricing, promotion and distribution of goods and services. Consumer orientation and marketing’s key role in profitable business operations are emphasized.

Prerequisites: None

Institutional Outcomes:

- Demonstrate effective oral and written communication
- Solve problems using critical thinking and creativity
- Demonstrate knowledge of diverse cultures and historical perspectives
- Appreciate aesthetic and creative activities
- Use appropriate technology and information to conduct research
- Describe the value of personal, civic, and social responsibilities

Program goals:

- The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
- Business majors have the opportunity to pursue a top-quality two-year degree in Management, Leadership, or Marketing that provides the skills and abilities to succeed in the business world upon graduation.
- This educational experience enables students to develop the expertise needed to function in a business environment and to develop an understanding of the social and economic forces shaping the future of the world’s economy.

Course Goals: To provide the student with a broad introduction to marketing concepts, the role of marketing in society, within organizations, and the various factors that influence marketing decision-making.

Course Objectives: Like other survey courses, you will be exposed to and expected to learn the language of marketing (e.g. terms, concepts, and frameworks used by marketing managers). You will also demonstrate a solid understanding of the major decision areas under marketing responsibility; the basic interrelationships of these
decision areas; an appreciation of how to apply key frameworks; and be able to identify the tools for analyzing customers, competition, and marketing strengths and weaknesses.

Finally, combined with an overview of promotion, team formations and collaboration, you will develop insight about the creative selection of target markets and “blending decisions” related to product, price, place and promotion to meet the needs of your target market.

**Methodology:** Three-hour course with successful completion of assignments, tests, in-class participation and a project.

**Evaluation Criteria:** This course is set-up with a possible 1,000 points for the course. These points will be earned through:

- **Four Tests**= 400 points (100 points each)
- **Four Module Assignments (100 Points Each)**=400 Points
- **Pet Project**= 100 Points
- **In-Class Assignments/Attendance**=100 points
  - 1,000 points/course.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

**(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)**

**Tests:** There will be Four (4) tests throughout the course. Tests will be given in class and will consist of multiple choice and true/false questions. Each tests is worth 100 points.

**Module Assignments:** You will complete four Module Assignments, one for each Module. More information will be given at a later date.

**Pet Projects:** You will develop a new product and create a promotional plan to promote the sales of the product. More information will be given at a later date.

**In-Class Assignments/Attendance:** You will complete in-class, individual and group assignments and then participate in a class discussion worth a total of 100 points. Class attendance is mandatory for full credit. You will receive 4 points per class up to 25 classes, excluding test dates. You must attend 60 minutes of the 75 minute class to receive credit.

**Moodle:** A Moodle shell will be set-up for the class. You can access your grade download PowerPoint presentations, view assignments and class announcement via Moodle.
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Grading:

Tests: 400 Points (100 points/each)
Module Assignments 400 Points (100 points/each)
Pet Project 100 Points
Attendance: 100 Points
Total: 1,000 Points

- Grades will be posted in the grade book section of your Moodle account.
- Grades will not be given over the phone or to anyone other than the student without the proper documentation.
- Your final grade will be based on the percentage points you receive on the tests and discussion assignments.

90-100 = A
80-89 = B
70-79 = C
60-69 = D
59-0 = F

Required Text, Readings, and Materials:

- Movie: “The Joneses” (2009) Directed by, Derrick Borte (This movie is available on Netflix and Amazon)

Class Policies: Last Date to Change to Audit Status or to withdraw with a “W” Grade is April 14, 2016. No extensions will be given or drop slip signed after this date.
**Student Rights and Responsibilities:** Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

**Chain of Command:** If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

**Academic Dishonesty:** (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

**Official Means of Communication:** Casper College faculty and staff will employ the student’s assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

**ADA Accommodations Policy:** If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.
Class Schedule & Dates to Remember

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Module One: Understand the Value Proposition

January 19th: Introduction to Class
January 21st: Chapter 1: Welcome to the World of Marketing
January 26th: Chapter 1: Welcome to the World of Marketing
January 28th: Ginny's Life Class
February 2nd: Chapter 3: Strategic Market Planning
February 4th: Chapter 3: Strategic Market Planning
February 9th: Chapter 3: Strategic Market Planning
February 11th: Module One Test
Module One Assignment Due

Module Two: Determine the Value Propositions Different Customer Want

February 16th: Chapter 6: Understand Consumer & Business Mkts
February 18th: Chapter 6: Understand Consumer & Business Markets
February 23rd: Writing Center Presentation
February 25th: Chapter 7: Segmentation, Target Mkt, & Positioning
March 1st: Chapter 7: Segmentation, Target Mkt, & Positioning
March 3rd: Module Two Test
Module Two Assignment Due

Module Three: Develop the Value Proposition for the Customer

March 8th: Chapter 8: Product I
March 10th: Chapter 8: Product I
March 15th: Spring Break
March 17th: Spring Break
March 22nd: Chapter 9: Product II
March 24th: Chapter 9: Product II
March 29th: Chapter 10: Price
March 31st: Chapter 10: Price
April 5th: Module Three Test
Module Thee Assignment Due
April 7th: Community Presentation

Module Four: Deliver and Communicate the Value Proposition
April 12th: Chapter 13: Promotion I (Advertising)
April 14th: Chapter 13: Promotion I (Sales Promotion)
April 19th: Chapter 14: Promotion II (Social Media)
April 21st: Chapter 14: Promotion II (Direct/Database Marketing)
April 26th: Chapter 14: Promotion II (Personal Selling)
April 29th: Chapter 14: Promotion II (Public Relations)
May 1st: Pet Projects Due
May 3rd: Chapter 11: Deliver the Goods
May 5th: Chapter 11: Deliver the Goods
May 8th: Module Four Assignment Due
May 9th-13th, Finals Week, TBD: Module Four Test

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