CASPER COLLEGE COURSE SYLLABUS
MKT 2100-Principles of Marketing-01

Spring 2018

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
(I will respond to emails within 24-hours, Monday-Friday)

Office Hours: Monday and Wednesday: 10:30 a.m. to 12:00 p.m.
Tuesday and Thursday: 11:00 a.m. to 12:30 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 is 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 the product, price, place, and promotion to meet the needs of your target market.

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

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
- Case Studies = 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 is removed from student work.

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 test is worth 100 points.

Module Assignments: You will complete four Module Assignments, one for each Module.

Case Studies: You will complete ten (10) case studies over the course of the semester. Each case study is worth ten (10) points.

In-Class Assignments/Attendance: You will complete in-class 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.

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.

THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.
Grading:

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

- Grades are 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 is 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 and is rated “R.”)

*This movie is rated “R” for language, brief nudity, and adult themes.

Class Policies: Last Date to Change to Audit Status or to withdraw with a “W” Grade is April 12, 2018. No extensions will be granted.
**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 Chair/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

**Academic Code Violations:** (Cheating and Plagiarism) Casper College demands academic honesty. Academic code violations focus on academic dishonesty, which includes but is not limited to, cheating, plagiarism, buying, selling, or stealing exams; substituting for another person, collusion when collaboration is not approved; knowingly furnishing false information, and copyright violations. Violations of the college's academic code can result in a range of negative consequences from failing a graded assignment to expulsion from the college. See the 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 for checking their account regularly. Email is also where you will find course evaluation links during course evaluation periods.

**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.

**Harassment and discrimination:** Casper College seeks to provide an environment that is free of bias, discrimination, and harassment. If you have been the victim of sexual harassment/gender or sex discrimination/sexual misconduct/assault, we encourage you to report this. If you report this to an employee, she or he must notify our college's Title IX Coordinator, Linda Toohey, Associate Vice President for Student Services, 125 College Drive,
GW 412, Casper, WY 82601; (307) 268-2667; linda.toohey@caspercollege.edu about the basic facts of the incident. Employee concerns should be directed to the Human Resources Director. For more information about your options, please go to caspercollege.edu/nondiscrimination

**Class Schedule & Dates to Remember**

**Module One:** Defining Marketing & the Marketing Process

January 17th: Introduction to Class
January 19th: Chapter 1, Marketing: Creating Customer Value...
January 22nd: Chapter 1, Marketing: Creating Customer Value...
January 25th: Ginny’s Life Class
January 29th: Chapter Two Case Study Due
January 30th: Chapter 2, Company and Marketing Strategy
February 1st: Chapter 2, Company and Marketing Strategy
February 6th: **Module One Test**
February 8th: Module One Wrap-Up
**Module One Assignment Due**

**Module Two:** Understanding the Marketplace & Customer Value

February 12th: Chapter Three Case Study Due
February 13th: Chapter 3, Analyzing the Marketing Environment
February 15th: Chapter 3, Analyzing the Marketing Environment
February 19th: Chapter Five Case Study Due
February 20th: Chapter 5, Understanding Buyer Behavior
February 22nd: Chapter 5, Understanding Buyer Behavior
February 26th: Chapter Six Case Study Due
February 27th: Chapter 6, Customer Value-Driven Mkt Strategy
March 1st: Chapter 6, Customer Value-Driven Mkt Strategy
March 6th: **Module Two Test**
March 8th: Module Two Wrap-Up
            
            Module Two Assignment Due

Module Three: Designing a Customer Value-Driven Strategy

March 19th: Chapter Seven Case Study Due
March 20th: Chapter 7, Product, Services, and Brands
March 22nd: Chapter 7, Product, Services, and Brands
March 26th: Chapter Eight Case Study Due
March 27th: Chapter 8, Developing New Products
March 29th: Chapter 8, Developing New Products

April 2nd: Chapter Nine Case Study Due
April 3rd: Chapter 9, Pricing
April 5th: Chapter 9, Pricing
April 10th: Module Three Test
April 12th: Module Three Wrap-Up
            
            Module Thee Assignment Due

Module Four: Designing a Customer Value-Driven Marketing Mix

April 16th: Chapter Twelve Case Study Due
April 17th: Chapter 12, Advertising and Public Relations
April 19th: Chapter 12, Advertising and Public Relations
April 23rd: Chapter Thirteen Case Study Due
April 24th: Chapter 13, Personal Selling and Sales Promotion
April 25th: Chapter Fourteen Case Study Due
April 26th: Chapter 14, Direct, Online, Social Media, & Mobile Mkt.
April 30th: Module Four Assignment Due

May 1st: Chapter 11, Retailing and Wholesaling
May 3rd: Chapter 11, Retailing and Wholesaling
May 7th-10th, Finals Week, TBD: Module Four Test

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