

MKTG 210: Principles Of Marketing

Location:	Evening
Address:	1001 Rogers Street Columbia, MO 65216
Section:	19FALL1/MKTG/210/EVA
Semester Credit Hours:	3
Class Day(s) and Time(s):	Thursday 5:30 PM - 9:30 PM from August 26, 2019 to October 19, 2019

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Course Information

Catalog Description

Survey of principles for providing value to consumers by segmenting and selecting target markets, assessing consumer needs, conducting marketing research, selling and servicing, and developing products and services all amidst the marketing environment.

Textbooks

As part of TruitionSM, students will receive their course materials automatically as described below.

 Kotler/Armstrong . (2018). *Principles of Marketing* (17th). Pearson. eText

Bookstore Information

Visit <https://www.ccis.edu/bookstore.aspx> for details.

eText Information

If a course uses an eText, (see textbook information above) the book will be available directly in Desire2Learn (D2L) seven days before the session begins, if registered for courses prior to that date. Upon first login to VitalSource, students should

use their CougarMail email address; alternate email addresses cannot be used. More information about how to use the VitalSource platform, including offline access to eTexts, can be found in D2L.

Physical Course Materials Information

Students enrolled in courses that require physical materials will receive these materials automatically at the shipping address on file with Columbia College. Delivery date of physical materials is dependent on registration date and shipping location. Please refer to confirmation emails sent from Columbia College for more details on shipping status.

Returns: Students who drop a class are responsible for returning any physical course materials that were shipped. To initiate a return, visit [Ingram Returns](#) to generate a pre-paid return label. Materials from dropped courses must be returned within 30-days of receipt. **Failure to return physical items from a dropped course will result in a charge to the student account for all unreturned items.**

Note: Students who opt-out of having their books provided as part of [TuitionSM](#) are responsible for purchasing their own course materials.

Technology Requirements

THIS IS A TECHNOLOGY-ENRICHED COURSE WHICH COMBINES IN-SEAT INSTRUCTION WITH ONLINE LEARNING.

Participation in this course will require the basic technology for all classes at Columbia College:

- A computer with reliable internet access
- A web browser
- Acrobat Reader
- Microsoft Office or another word processor such as Open Office

For more information, see [technical requirements](#).

Course Learning Outcomes

1. Explain the field of marketing, how to select target markets, and the different elements of the marketing and promotion mix.
2. Identify the objectives of the different pricing policies/strategies and the factors necessary to build positive social relationships and marketing ethics.
3. Analyze the different marketing environments.
4. Analyze the similarities/differences between consumer and business markets, service marketing, and the distribution channels available to marketers.
5. Explain the product life cycle and how each element of the marketing mix changes with the changes in the product life cycle.

Grading

Grading Scale

Grade	Points	Percent
A	900 - 1000	90-100%
B	800 - 899	80-89%
C	700 - 799	70-79%
D	600 - 699	60-69%
F	0 - 599	0-59%

Grade Weights

Assignment Category	Points	Percent
Online Learning Activity	150	15%
Final exam	200	20%
Individual portion of group presentation	100	10%
Group presentation	100	10%

Group paper	100	10%
Draft of group paper	50	5%
Mid-term exam	200	20%
Random in-class quizzes	100	10%
Total	1000	100%

Schedule of Due Dates

Week 1

Assignment	Points	Due
Discussion Question	22	Posts: Sunday, 9/1. Responses: Tuesday, 9/3.
Course overview and marketing concepts	--	8/29/19
Random in-class quizzes	100	10/17/19

Week 2

Assignment	Points	Due
Discussion Question	22	Posts: Sunday 9/8. Responses: Tuesday 9/10.
Chapter discussions	--	9/5/19
Assign groups	--	9/5/19

Week 3

Assignment	Points	Due
Discussion Question	22	Posts: Sunday 9/15. Responses: Tuesday 9/17.
Group topic and implementation plan is due	--	9/12/19

Week 4

Assignment	Points	Due
Discussion Question	21	Posts: Sunday 9/22. Responses: Tuesday 9/24.
Mid-Term Exam	200	9/19/19
Progress reports on group topics	--	9/19/19

Week 5

Assignment	Points	Due
Discussion Question	21	Posts: Sunday 9/29. Responses: Tuesday 10/1.
Initial draft of Group Product Plans submitted	50	9/26/19

Week 6

Assignment	Points	Due
Discussion Question	21	Posts: Sunday 10/6. Responses: Tuesday 10/8.
Presentation guidelines and review of group product plans.	--	10/3/19

Week 7

Assignment	Points	Due
Discussion Question	21	Posts: Sunday 10/13. Responses Tuesday 10/15.

Assignment	Points	Due
Individual presentations	200	10/10/19
Individual presentations as part of group	100	10/10/19
Group written paper	100	10/10/19
Week 8		
Assignment	Points	Due
Final Exam	200	10/17/19
Total Points: 1000		

Assignment Overview

Online Learning Activity

There are seven discussions for this class. Discussions 1 – 3 are worth 22 points each and Discussions 4-7 are worth 21 points. For each discussion you must read the discussion requirements and do any required research necessary (internet or otherwise). Then prepare a well-worded and thoughtful response to each selected question, relating your answer directly to the results of your research and the classroom discussion. Any post that uses existing work from any publication must be cited using APA style. Conventions of “netiquette” (online etiquette), which include courtesy to all users, will be observed online and the equivalent will be observed in the classroom setting.

Your initial post must be substantive with content that addresses the issue and enhances other students' understanding to posted question. Each initial post is worth 15 points. You must also respond to at least two (2) other student posts with substantive responses that extend the discussion. Response posts are worth 6-7 in total points depending on the week's total points.

Assignments

Discussion question assignments are expected to be on time. Posts that are late will be reduced by 5-points if received within one week of due date. Responses to Posts will not be accepted late since the dialogue will have already moved to the next assignment.

Group assignments will not be accepted late.

Examinations

Make-up examinations for the final and mid-term exams are administered according to College policies.

There are no make-ups available for random in-class quizzes. Students should plan to attend class for the entire evening.

Course Outline

Click on each week to view details about the activities scheduled for that week.

Week 1: Chapters 1 and 3

Discussion Question

Discussion 1

Please select one of the following topics for your discussion this week.

- 1. Define *marketing* and outline the steps in the marketing process that create value. Provide an example.
- 2. What is a market offering? Give a recent example of a market offering that has created value.
- 3. Discuss the concept of customer satisfaction. How do customer relationship management and customer-perceived value affect customer satisfaction? Provide an example.
- 4. Name and define the four product/market growth strategies in the product/market expansion grid. Provide an example of a company implementing each strategy.
- 5. Discuss the elements of the integrated marketing mix. Explain how marketers use these tools to position products and services. Provide an example.

- 6. Why must marketers practice marketing control, and how is it done? Provide an example.
- 7. Describe Generation Z. What differentiates Gen-Z from other demographic groups, such as baby boomers, Generation X, and millennials? Use examples to support your description.
- 8. Discuss the impact of the changing age structure of the population on consumer spending and buying behavior. Why is this trend important to understand? Provide an example.

Course overview and marketing concepts

Random in-class quizzes

Random in-class quizzes will be included as part of each class at different times of the class to encourage participation and attendance.

There are no make-ups for these quizzes.

Week 2: Chapters 5, 7, and 8

Discussion Question

Discussion 2

Please select one of the following topics for your discussion this week.

- 1. Explain how marketing intelligence differs from marketing research. Which is more valuable to a company? Why?
- 2. What is customer relationship management (CRM)? How are firms integrating this information into their marketing and general business practices? Provide an example of CRM in a firm.
- 3. Briefly describe the four psychological factors influencing consumer buyer behavior. Explain their importance to marketers. Provide an example.
- 4. Name and describe the stages in the adoption process. How might a student go through the adoption process when choosing a college or university? Provide an example.
- 5. Describe how Business to Business marketers engage customers. What are the challenges with B-to-B marketing? Provide an example.
- 6. Briefly discuss the straight rebuy and modified rebuy strategies. What are the similarities and differences? When might it be beneficial to use one approach over the other? Provide an example.

Chapter discussions

Assign groups

Week 3: Chapters 9 and 10

Discussion Question

Discussion 3

Please select one of the following topics for your discussion this week.

- 1. Why have companies moved away from mass marketing and toward target marketing? Outline the steps in a customer value-driven strategy. Provide an example.
- 2. How is demographic segmentation used in consumer markets? Provide an example where marketers have used demographic segmentation.
- 3. Discuss brand equity and brand value. How do marketers use these concepts to build powerful brands? Provide an example.
- 4. Explain the four choices companies have when developing brands. Provide an example of each.
- 5. What actions are performed in the business analysis step of the new product development process? How does a business carry out this step? Provide an example.
- 6. How can companies adopt a holistic approach to managing new product development? Provide an example.

Group topic and implementation plan is due

Chapter discussions

Week 4: Chapter 11

Discussion Question

Discussion 4

Please select one of the following topics for your discussion this week.

- 1. Why is finding and implementing the right pricing strategy critical to a company's success? Provide an example.
- 2. Name and describe the two types of value-based pricing methods. Provide an example.
- 3. Discuss the decisions companies face when initiating price increases. Provide an example.
- 4. Discuss the major public policy issues in pricing practices within a given channel level and across channel levels. Provide an example.
- 5. Discuss direct marketing channels and indirect marketing channels. Provide examples of each type of marketing channel.
- 6. What channel design decisions do manufacturers face for maximum effectiveness? Provide an example.

Mid-Term Exam

Exam will be over Chapters 1, 3, 5, 7, 8, 9 and 10 along with any class videos and lecture materials.

Progress reports on group topics

Chapter discussions

Week 5: Chapter 12, 13 and 14

Discussion Question

Discussion 5

Please select one of the following topics for your discussion this week.

- 1. Define omni-channel retailing and explain its connection to shopper marketing. Provide an example.
- 2. Explain the various marketing decisions retailers must consider in designing strategies to attract and hold customers. Provide an example.
- 3. Discuss content marketing and how marketers are using a new framework that builds on how and by whom marketing content is created, controlled, and distributed. Provide an example.
- 4. What is integrated marketing communications (IMC), and how does a company go about implementing it? Provide an example.
- 5. Explain the decisions marketing managers make when developing an advertising program. Provide an example.
- 6. By what primary purposes are advertising objectives classified? Explain. Provide two examples of each.

Initial draft of Group Product Plans submitted

Sections to be included in draft will be discussed in class.

Chapter discussions

Week 6: Chapters 15, 16 and 17

Discussion Question

Discussion 6

Please select one of the following topics for your discussion this week.

- 1. Define personal selling and discuss its role in a company's promotion mix. Provide an example.
- 2. Name and describe the four sales compensation elements. What are the various compensation combinations, and how can they be used to achieve the company's marketing objectives? Provide an example.
- 3. Discuss the benefits of direct and digital marketing to buyers and sellers. Provide an example.
- 4. Define omni-channel retailing. How are retailers responding to the omni-channel consumer? Provide an example.
- 5. Describe the strategies market challengers can adopt and explain why challengers might have an advantage over market leaders. Provide an example.
- 6. What is a market nicher? Discuss the strategies and risks associated with this competitive position. Provide an example.

Presentation guidelines and review of group product plans.

Chapter discussions

Week 7: Chapters 18 and 20

Discussion Question

Discussion 7

Please select one of the following topics for your discussion this week.

- 1. What environmental factors must international marketers consider when enter foreign markets? Provide an example.
- 2. Name and explain a company's market entry options for international markets. Provide an example.
- 3. What are the major social criticisms of marketing? How do marketers respond to these criticisms? Provide an example.
- 4. Discuss the two major grassroots movements that work to keep companies' sustainability efforts in line. Provide an example.

Group presentations

Individual presentations as part of group

Group written paper

Chapter discussions

Week 8: Review Chapters and Final Exam

Review of Chapters and previous week presentations

Final Exam

Exam will be over materials covered since Mid-Term Exam.

+ Additional Resources

Online databases are available at library.ccis.edu. You may access them using your CougarTrack login and password when prompted.

Technical Support

If you have problems accessing the course or posting your assignments, contact your instructor, the Columbia College Technology Solutions Center, or the D2L Helpdesk for assistance. If you have technical problems with the VitalSource eText reader, please contact VitalSource. Contact information is also available within the online course environment.

- Columbia College Technology Solutions Center: CCHelpDesk@ccis.edu, 800-231-2391 ex. 4357
- D2L Helpdesk: helpdesk@d2l.com, 877-325-7778
- VitalSource: support@vitalsource.com, 1-855-200-4146

Online Tutoring

Smarthinking is a free online tutoring service available to all Columbia College students. Smarthinking provides real-time online tutoring and homework help for Math, English, and Writing. Smarthinking also provides access to live tutorials in writing and math, as well as a full range of study resources, including writing manuals, sample problems, and study skills manuals. You can access the service from wherever you have a connection to the Internet. I encourage you to take advantage of this free service provided by the college.

Access Smarthinking through CougarTrack at [Students -> Academics -> Resources](#).

! Columbia College Policies and Procedures

The policies set forth in the [Policy Library](#) are the current official versions of College policies and supersede and replace any other existing or conflicting policies covering the same subject matter. For more information on policies applicable to students, see [Student Policies](#). For more information on policies applicable to the entire Columbia College community, see [College-Wide Policies](#).

Students are expected to read and abide by the College policies. Policies of particular interest to students include, but not limited to the following:

- Graduate Grading Policy
- Undergraduate Grading Policy

- Registration Policy and Procedures
- Withdrawal Policy
- Alcohol and Other Drugs Policy
- Family Educational Rights and Privacy Act (FERPA)

Additional Policies:

Academic Integrity and Plagiarism

Academic integrity is a cumulative process that begins with the first college learning opportunity. Students are responsible for knowing and abiding by the [Academic Integrity Policy and Procedures](#) and may not use ignorance of either as an excuse for academic misconduct. Additionally, all required papers may be submitted for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers may be included in the Turnitin.com reference database for the purpose of detecting plagiarism. This service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

Disability Resources

If you have a disability that requires an accommodation, please speak with the instructor and consult the [Student Accessibility Resources](#) office. Student Accessibility Resources staff will determine appropriate accommodations and will work with your instructor to make sure these are available to you. To find additional information, see our [ADA and Section 504 Policy for Students](#).

Notice of Non-Discrimination and Equal Opportunity:

The College has a process through which students, faculty, staff and community members who have experienced or witnessed incidents of discrimination, harassment, or retaliation on the basis of protected status, can report their experiences to a College official. For more information, see our [Non-Discrimination and Equal Opportunity Policy and Complaint Resolution Procedure](#).

Title IX and Sexual Misconduct

The College is committed to addressing the issues of discrimination, harassment and sexual misconduct in the educational and workplace landscape and will continue to modify policies, procedures and prevention efforts as needed. For more information, see the College's [Title IX and Sexual Misconduct Policy](#).

Course Policies and Procedures:

Attendance Policy

Columbia College students are expected to attend all classes and laboratory periods for which they are enrolled.

For classes with an online component, attendance for a week includes submitting any assigned online activity. Assigned activities are scheduled prior to the course commencing. Assigned activity due dates are subject to change based on actual course progression and will be adjusted as necessary. Attendance for the week is based upon the date work is submitted. A class week is defined as the period of time between Monday and Sunday (except for week 8, when the work and the course will end at 11:59 PM Central Time on Saturday.) The course and system deadlines are based on the Central Time Zone.

Students are directly responsible to instructors for class attendance and work missed during an absence for any cause. If absences jeopardize progress in a course, the College reserves the right to drop or withdraw students from classes. For additional information, see the Administrative Withdrawal for Non-Attendance heading in the [Withdrawal Policy](#).

CougarMail

All students are provided a CougarMail account when they enroll in classes at Columbia College. You are responsible for monitoring email from that account for important messages from the College and from your instructor.

Students should use email for private messages to the instructor and other students. The class discussions are for public messages so the class members can each see what others have to say about any given topic and respond.

Late Assignment Policy

All classes rely on participation and a commitment to your instructor and your classmates to regularly engage in the reading, discussion and writing assignments. You must keep up with the schedule of reading and writing to successfully complete the class.

No late assignments will be accepted without the prior approval of the instructor.

Acceptance of a late assignment is at the discretion of the instructor.

Make-up examinations may be authorized for students who miss regularly-scheduled examinations due to circumstances beyond their control. Make-up examinations must be administered as soon as possible after the regularly scheduled examination period and must be administered in a controlled environment.

Student Conduct

All Columbia College students, whether enrolled in a land-based or online course, are responsible for behaving in a manner

consistent with Columbia College's **Student Conduct Code** and **Acceptable Computing Use Policy**. Students violating these policies or any other College policy will be referred to the office of Student Affairs and/or the office of Academic Affairs for possible disciplinary action. The Student Code of Conduct, the **Student Behavioral Misconduct Policy and Procedures**, and the Acceptable Computing Use Policy can be found in the Policy Library at ccis.edu/policies. The adjunct faculty member maintains the right to manage a positive learning environment all students must adhere to the conventions of online etiquette when enrolled in a course with an online component.