MKTG 302 Marketing Concepts
Fall, 2017

Section 03: 10:00 - 10:50 MWF, Section 04: 11:00 - 11:50 MWF, Section 11: 1:00 - 1:50

Instructor: Dr. Glen Riecken
Office: Beatty 431
Office Hours: MW 9:30 AM – 10:00 AM
             MW 2:00 – 3:15 PM and by appointment

Materials: Marketing: The Core (7th), Kerin & Hartley; McGraw-Hill (ISBN: 9781260236118) with Connect Marketing (a code is included to access Connect with the book from the campus bookstore). Bookstore price ranges from $120 (used) to $160 (new). Publisher web price is $182.48.

Course Prerequisites: ECON 200 and 201 and at least Junior standing.

Course Description/Objectives: This course develops an understanding for the complexities of establishing and implementing marketing strategies in both domestic and international economies. Areas of study include consumer behavior, marketing research, ethical marketing practices, products/services, branding and packaging, channels of distribution, and pricing and promotions in public and private sectors. The objectives of this course are:

1. To gain factual knowledge (terminology, methods, trends and concepts) of the marketing discipline.
2. To understand fundamental marketing principles and theories as they apply to international and domestic marketing decisions.
3. To begin to develop professional skills and competencies in the area including:
   a. an understanding of the types of decisions that must be made in planning the marketing mix for a firm,
   b. an understanding of the steps involved in the market segmentation process.
4. To become aware of some of the types of ethical and social responsibility issues firms face that relate to marketing decisions.

School of Business Learning Goals: The School of Business Learning Goals that apply to this course are:

1. Global and Civic Responsibility: Students will recognize and be able to appraise ethical dilemmas involved in business decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant discipline specific knowledge. For example, students might discuss whether targeting minority markets is exploitive. Achievement will be demonstrated through group discussions or individual assignments.

2. Intellectual Innovation & Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. For example students might explore how brands could leverage existing brand equity. This could be demonstrated in group discussions or individual assignments.

3. Quantitative Fluency: Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the business environment and apply analytical techniques to formulate creative solutions utilizing relevant discipline specific knowledge. For example, students will make decisions about marketing strategies.

Method of Instruction: Lectures, discussions and assignments. PowerPoint slides will be used and made available on OAKS. NOTE: student slides will not perfectly match instructor slides due to consolidation and some stuff just plain left out! (Insert evil laugh here). Recorded lecture material will be on VoiceThread and it is the student’s responsibility to access and listen to lectures prior to class. This will allow more in-class time for discussion and other activities. Some activities and assignments will be from Connect Marketing.

- OAKS Tools: During our first week, familiarize yourself with the online environment and using OAKS. When the Course Home Page opens, you will see NEWS where I will post updates about the class, including new information I have posted. Click on the items at the top of the page to access information for class:
  - Content: you will find the assignments, lecture notes, and related links in the CONTENT section. Each week you should review ALL the material in the CONTENT section for that particular topic.

Wait – is there a slim chance I might enjoy this class? What a dilemma!
o Communication > Discussion: Here is where you post to the any assigned discussion questions. To post your comments to the discussion topic click on the discussion thread and select the option to COMPOSE a message – then select the option to POST located at the bottom.

o Communication > Chat: Here is where you may have general discussions and ask questions of each other. Before contacting me with a question, consider posting it in the Chat room. Please check the Chat room frequently.

o Grades > Grades: See points assigned for each assignment/posting/test/paper

o Grades > Drop Box: You will submit assignments given outside Connect Marketing to the OAKS drop box

o Grades > Quizzes: I may post some quizzes here.

• Using VoiceThread for Discussions: We will be using software that allows us to see and hear each other. Although many of you are used to texting, text does not convey more subtle meanings in voice and body that we rely on to make sense of what someone says. Voicethread (www.voicethread.com) makes it possible for you to submit a thread in a discussion using the camera and microphone on your computer or phone or just by using a keyboard. There are detailed tutorials for you to read and view on both the Voice Thread website and OAKS that show you how to do this.

  o Students will be given, or upgraded to, a Basic license which will also remove the 5 VoiceThread restriction of the free version. All users can now access Voicethread directly from within OAKS. If you have an existing Voicethread account it will be associated with the CofC license. If you don’t have an account one will be automatically created for them.

  o Once in VoiceThread, any courses using it will display on the left for easy access to created threads.

  o In order to comment on a VT (Not required) you must be logged in. This can be done in one of two ways:
    1. When you enter the class just click on the Voicethread link from the course homepage which will log you in. Then go into Content and click on an embedded VT to listen and comment under their login.
    2. When you try to comment on a VT in Content you will be asked to sign in. You can do this BUT only if you create a password for your account. The account that is created by OAKS is only accessible via OAKS. If you go to VoiceThread.com directly, bypassing OAKS, and attempt to login you will not have a valid password. To rectify this click on Sign In then click Need Password. Type in your CofC email address and click Reset. You will receive an email allowing you to reset your VoiceThread password. This will allow you to log into your VoiceThread account outside of OAKS.

Attendance: Attendance is imperative to achieve the fullest educational experience. It is critical to the individual’s learning process that the student fully participates in class discussions, and this participation can only be done if the student is prepared and present for class. Attendance will not be taken. However, any graded work done in class cannot be made up and will be assigned a zero. The only exception is if the student has a documented excuse. Examples include illness or traveling as a member of a sports team.

Course Requirements: Four exams, some assignments (some in-class and some out-of-class and mostly from Connect Marketing).

Exams: All exams will be multiple choice. Each exam covers material since the previous exam. The 4th (final) exam is not comprehensive. Sorry. The 4th exam will be given according to the Registrar’s Final Exam Schedule.

Marketing Plan: A marketing plan will be developed throughout the semester. The plan will be done in groups and follow the general outline of a plan as shown in the text.

Quizzes & Assignments: There may be some in-class quizzes/assignments and definitely will be several out-of-class assignments. In-class activities will either reflect material recently covered in class or material that has been assigned for reading but not yet covered. Out-of-class assignments will focus on strengthening understanding of key concepts. Most outside work will be done in Connect Marketing – there will be a LearnSmart chapter assignment for every chapter and many chapters will have an additional Connect assignment. It is the student’s responsibility to keep up with due dates via Connect.

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Policy on Making Up Missed Assignments and Quizzes: You cannot make up missed assignments or quizzes that are done in class and will receive the grade of “0” unless there is a documented excuse. Out-of-class assignments, including those on Connect, must be submitted on time. Any missed out-class work deadlines will have a 50% grade deduction and will not be accepted if late more than two days.

Policy on Making Up Missed Exams: Make-up exams may be provided if I am given either advance notice of the absence (with a substantive -- in my opinion -- reason) or the absence is excused ex post (with a substantive -- in my opinion -- reason) AND a documented excuse. In no cases may a student make up more than one exam.

Policy on Academic Honesty: Lying, cheating, attempted cheating, and plagiarism are violations of the Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are clearly related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information stored on a cell phone), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Special Needs Policy: Any student who may need special consideration due to any sort of disability must make me aware of your needs (in person or e-mail) within one week of the start of class or adding the class. SNAP students must provide their exam envelopes no later than 3 class days prior to the exam.

Grade Determination:

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
</tr>
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<tbody>
<tr>
<td>Four examinations:</td>
<td>60 %</td>
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<tr>
<td>Marketing Plan:</td>
<td>10 %</td>
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<tr>
<td>Assignments:</td>
<td>30 %</td>
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<tr>
<td>(In-class, Out-of-class &amp; Connect. All will be counted the same weight)</td>
<td>100 %</td>
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</tbody>
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Exam Weights:

- Lowest exam score: 10 %
- Highest exam score: 20 %
- Middle two exams: 15 % each

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Grading Scale:

- **A :** 93.0 and up
- **A- :** 90.0 – 92.9
- **B+:** 87.0 – 89.9
- **B :** 83.0 – 86.9
- **B- :** 80.0 – 82.9
- **C+:** 77.0 – 79.9
- **C :** 73.0 – 76.9
- **C- :** 70.0 – 72.9
- **D+:** 67.0 – 69.9
- **D :** 63.0 – 66.9
- **D- :** 60.0 – 62.9
- **F :** 59.9 or lower

Course Outline:

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Topic</th>
<th>Assignment BEFORE Class</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Creating Customer Relationships &amp; Value</td>
<td>Read chapter 1; Listen to Lecture</td>
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<tr>
<td>2</td>
<td>Marketing Strategy</td>
<td>Read chapter 2; Listen to Lecture</td>
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<tr>
<td>3</td>
<td>Marketing Environment, Ethics, Social Responsibility</td>
<td>Read chapter 3; Listen to Lecture</td>
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<td>4</td>
<td>Consumer Behavior</td>
<td>Read chapter 4; Listen to Lecture</td>
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<tr>
<td>5</td>
<td>Business Behavior</td>
<td>Read chapter 5; Listen to Lecture</td>
</tr>
<tr>
<td>Exam #1</td>
<td>Chapters 1 – 5</td>
<td>STUDY</td>
</tr>
<tr>
<td>6</td>
<td>Global Marketing</td>
<td>Read chapter 6; Listen to Lecture</td>
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<td>7</td>
<td>Marketing Information</td>
<td>Read chapter 7; Listen to Lecture</td>
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<tr>
<td>8</td>
<td>Segmentation &amp; Targeting</td>
<td>Read chapter 8; Listen to Lecture</td>
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<tr>
<td>9</td>
<td>Product</td>
<td>Read chapter 9; Listen to Lecture</td>
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<tr>
<td>10</td>
<td>Managing Products &amp; Branding</td>
<td>Read chapter 10; Listen to Lecture</td>
</tr>
<tr>
<td>Exam #2</td>
<td>Chapters 6 - 10</td>
<td>STUDY HARD</td>
</tr>
<tr>
<td>11</td>
<td>Pricing Foundations</td>
<td>Read chapter 11; Listen to Lecture</td>
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<tr>
<td>12</td>
<td>Marketing Channels &amp; Supply Chains</td>
<td>Read chapter 12; Listen to Lecture</td>
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<tr>
<td>13</td>
<td>Retailing &amp; Wholesaling</td>
<td>Read chapter 13; Listen to Lecture</td>
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<tr>
<td>18</td>
<td>Interactive and Multichannel Marketing</td>
<td>Read chapter 18; Listen to Lecture</td>
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<tr>
<td>Exam #3</td>
<td>Chapters 11 – 13 &amp; 18</td>
<td>STUDY HARDER</td>
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<tr>
<td>14</td>
<td>Marketing Communications &amp; Direct Marketing</td>
<td>Read chapter 14; Listen to Lecture</td>
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<tr>
<td>15</td>
<td>Advertising, Sales Promotion &amp; Public Relations</td>
<td>Read chapter 15; Listen to Lecture</td>
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<tr>
<td>16</td>
<td>Using Social Media</td>
<td>Read chapter 16; Listen to Lecture</td>
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<tr>
<td>17</td>
<td>Personal Selling &amp; Sales Management</td>
<td>Read chapter 17; Listen to Lecture</td>
</tr>
<tr>
<td>Exam #4</td>
<td><em>Given according to the Final Exam Schedule from the Registrar’s Office.</em></td>
<td>STUDY EVEN HARDER</td>
</tr>
</tbody>
</table>

Sections:
- **Section 03 (10:00 MWF):** Friday, 12/8 @ 8:00 AM
- **Section 04 (11:00 MWF):** Monday 12/11 @ 12:00 PM
- **Section 11 (1:00 MWF):** Saturday 15/9 @ 12:00 PM

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