MKTG 302-06 (11241)
Marketing Concepts
W 4:00 – 6:45pm, TCFE 133

Professor: Dr. Julia Blose
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Email: blosej@cofc.edu
Office: JCLong 330
Office Hours: 9:45 – 10:45 a.m. TR,
12:15 – 1:30 p.m. TR,
3:15 – 3:45 W
and by appointment

Course Overview and Objectives:
This course develops an understanding for the complexities of establishing and implementing marketing strategies in the marketplace. 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 marketing operations.
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;
   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.

Course Materials:

Course Prerequisites: Junior standing; ECON 201 and ECON 202.

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 will complete human subjects protection certification training targeted towards ethical and legal requirements for working with human subjects. Students will demonstrate proficiency through class discussions and passing the certification test.
2. Intellectual Innovation & Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. For example, students might explore how issues may be translated into research projects. 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 analyze data using statistical procedures and draw conclusions from the results obtained. This could be demonstrated in group discussions, individual assignments, and a group research project.

4. Communication Skills: Students will demonstrate ability, via both in writing and orally, to effectively present, critique and defend ideas in a cogent and persuasive manner. For example, students will create and present a report from their group project. The thoroughness of the report and effectiveness of the presentation will be used to demonstrate proficiency.

5. Synthesis: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Course Components:

This course emphasizes the conceptualization of Marketing concepts/principles and the application of marketing tools, as well as the development of critical thinking essential for problem solving and decision making in marketing.

Class format is a combination of lectures, group projects, online smart learning modules and in-class activities. Lectures are limited and only highlight key marketing concepts. Thus, it is the responsibility of students to study the text and other course materials. This course requires active participation and contribution from every student.

Connect Smart Learning Module –

Students are expected to complete the Connect Smart Learning module. For each chapter, there are a number of smart-learning components (e.g. e-book, video cases, quizzes, etc.). Each student is to read each chapter and then independently complete all components of smart learning by the deadline as specified in the class schedule. Students who fail to complete by a specified deadline will not receive any credit. Note: Students need to register with the access code provided with the text. The Connect module is accessible through OAKS. Smart-learning components of each chapter require approximately 2 hours or more to complete.
In-class and Homework Assignments –

There are a number of in-class activities and homework assignments throughout the semester. All students are expected to participate and contribute to these assignments.

Tests –

There are three tests that evaluate your knowledge of marketing concepts. Tests will be comprised of multiple choice and short answer questions.

Comprehensive Marketing Plan –

Students will be assigned to groups for this semester-long project. Each group will be responsible for conducting a marketing analysis and to develop a reasonable marketing plan for a new / modified product that has a clearly defined target market and value proposition. Please refer to Appendix A: Marketing Plan (44-57) for a detailed example of a marketing plan.

The performance of group project will be determined by the quality of written report and presentation. The project report should be submitted in both hard and electronic form. A general template/format of marketing plan can be found in Appendix A: Marketing Plan (52-66).

In addition to a written report of the project, there is a formal presentation that aims to effectively pitch to the audience about the practicality and feasibility of the marketing plan. To avoid free riding, there will be a peer evaluation for group members. Your grade on the group project will reflect your peers’ assessment of your contribution to the group project.

Policy on Making Up Missed Exams: In the event a student misses an exam, an opportunity to make up the exam will be given on Reading Day at the end of the semester.

Special Needs Policy: Students needing accommodation for a disability should see the instructor within the first week of class.

Grade Determination:

- Three Examinations: 60%
- Group Project (including project-related submissions over course of semester): 20%
- Connect Smart Learning Modules and other Assignments (including group topic presentations): 20%
Course Honor Code

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum Score</th>
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<tbody>
<tr>
<td>A</td>
<td>92.5 – 100</td>
</tr>
<tr>
<td>A-</td>
<td>89.5 – 92.4</td>
</tr>
<tr>
<td>B+</td>
<td>87.5 – 89.4</td>
</tr>
<tr>
<td>B</td>
<td>82.5 – 87.4</td>
</tr>
<tr>
<td>B-</td>
<td>79.5 – 82.4</td>
</tr>
<tr>
<td>C+</td>
<td>77.5 – 79.4</td>
</tr>
<tr>
<td>C</td>
<td>72.5 – 77.4</td>
</tr>
<tr>
<td>C-</td>
<td>69.5 – 72.4</td>
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<tr>
<td>D+</td>
<td>67.5 – 69.4</td>
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<tr>
<td>D</td>
<td>62.5 – 67.4</td>
</tr>
<tr>
<td>D-</td>
<td>59.5 – 62.4</td>
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<tr>
<td>F</td>
<td>59.4 or less</td>
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Key Dates:

- **Exam 1**: Wednesday, September 20
- **Exam 2**: Wednesday, October 25
- **Exam 3**: Wednesday, November 29

Course Topical Coverage:

1. Customer Relationships and Value
2. Marketing Environment
3. Marketing Strategy
4. Consumer Behavior
5. Marketing Research
6. Segmentation, Targeting and Positioning
7. Product and Brand Management
8. Pricing
9. Channels
10. IMC; Advertising