I can’t believe I voluntarily enrolled in this course. There must be other sections available. Help me!!!

Dr. Riecken  MKTG 302 Syllabus

MKTG 302 Marketing Concepts
Fall, 2017

Section 07: 630 – 9:15 Wednesday 8/23 – 10/4
(This is a HYBRID course: partially face-to-face and partially online)

Instructor: Dr. Glen Riecken  Email: rieckeng@cofc.edu
Office: Beatty 431  Office phone: 843-953-8036
Office Hours: MWF 9:30 AM – 10:00 AM  Home Phone: 843-284-8103
MW 2:00 – 3:15 PM and by appointment
W 6:00 – 6:30 in the North Campus classroom

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
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. This will be assessed via simulation results.

Method of Instruction: Lectures, discussions and assignments. Lecture material will be made available on OAKS. It is the student’s responsibility to access and listen to them prior to class. This will allow more in-class time for discussion and other activities. Some activities and assignments will be from Connect Marketing.

Online Part of the Course: If you have never taken an online course you may access our MKTG 302 class by logging into My.Charleston and clicking on the OAKS icon (this is found at the top right of your Academic Service page – the icon looks like an acorn). This will take you to the online class in OAKS. There are tutorials about using OAKS available.

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You will need to contact the CofC Helpdesk at helpdesk@cofc.edu or 843-953-3375 if you have technical problems logging in or posting to the class.

- Students who do well in this class will:
  - Log-In Often: Log-in and participate a minimum of 2x each week.
  - Come Ready to Learn and Talk About Things they are Learning: Each member of our community is responsible for contributing to the information we will learn together. Each member must actively engage with the material, ask questions and present new insights and information gained during our time together.
  - Utilize Course Management Tools: Several tools will be provided to add structure to enhance our learning environment. These are outlined in the following different section.
  - Actively Engage in the Course: Group assignments will give students an opportunity to collaborate with community members. Collaboration and creation of a community is key. It really is true that we learn best by doing – this includes actively engaging with the course material by bringing questions, offering examples, and participating in class discussion. This can take the form of helping others understand a concept or connection they are struggling with, or elaborating on a point someone makes to make it even clearer, or disagreeing with a point made by someone by explaining why you disagree and referring to the readings, lecture, and videos.
  - Complete Assignments on Time: Do NOT Procrastinate. Assignment deadlines are clearly posted and will be strictly respected. You will be given some autonomy to complete assignments at your own pace. Plan accordingly.
  - Expect Similar Academic Rigor as the Face to Face Part of the Class: Online does not = EASY. The major difference is the student is responsible for engaging themselves with the material and their classmates.
  - RESPECT and Share: In order for everyone to learn, students must feel free to share thoughts and ideas in a nonthreatening environment. Much of this class requires personal reflection and application. Read and benefit from community member’s comments. Respect the views of others. Agree and disagree respectfully. We can and should argue about ideas because that is the heart and soul of a College education, but we will always do so with respect for each other. There’s a big difference between attacking an idea and attacking a person.

- 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 and reminders about work that is due. 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.
  - Communication > Discussion: You will need to post to the discussion threads at least 2 times a week. One posting during the week must respond to the readings assigned for the week. 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.
  - 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.
  - Grades > Grades: See points assigned for each assignment/posting/test/paper
  - Grades > Drop Box: You will submit assignments to the OAKS drop box
  - Grades > Quizzes: I may post some quizzes here.

- Using VoiceThread for Discussions: We will be using innovative 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
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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.

- 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 they have an existing VoiceThread account it will be associated with the CofC license. If they don’t have an account one will be automatically created for them.
- Once in VoiceThread, any courses using it will display on the left for easy access to faculty and student created threads.
- In order for a student to be able to comment on a VT they must be logged in. This can be done in one of two ways:
  1. When the student enters the class they just click on the VoiceThread link from the course homepage which will log them in. Then they can then go into Content and click on an embedded VT and comment under their login.
  2. When they try to comment on a VT in Content they will be asked to sign in. They can do this BUT only if they create a password for their account. The account that is created by OAKS is only accessible via OAKS. If you go to Voicethread.com 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.

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

**Exams:** Both exams will be multiple choice. Each exam covers material since the previous exam. The 2nd (final) exam is **not** comprehensive. Sorry.

**Quizzes & Assignments:** There may be some in-class quizzes/assignments and definitely will be some 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. Many of the out of class assignments will be based on Connect Marketing activities.

**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 a documented excuse. Out-of-class assignments must be submitted on time. I will accept an assignment late up to the next class period with a 25% reduction in the grade. Assignments will not be accepted after the next class period in which they were due.

**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.

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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) so that accommodations can be made.

**Grade Determination:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
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<tbody>
<tr>
<td>Two examinations</td>
<td>50 %</td>
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<tr>
<td>Assignments</td>
<td>50 %</td>
</tr>
</tbody>
</table>

**Exam Weights:**

- Lowest exam score: 20%
- Highest exam score: 30%
- 50%

**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

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### Course Outline:

<table>
<thead>
<tr>
<th>Dates and Material</th>
<th>Topic</th>
<th>Assignment BEFORE Class</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong> 8/23</td>
<td><strong>Chapter 1</strong> Creating Customer Relationships &amp; Value</td>
<td>Read chapter 1; Listen to lecture</td>
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<td><strong>Chapter 2</strong> Marketing Strategy</td>
<td>Read chapter 2; Listen to lecture</td>
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<td><strong>Chapter 3</strong> Marketing Environment, Ethics, Social Responsibility</td>
<td>Read chapter 3; Listen to lecture</td>
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<tr>
<td><strong>Week 2</strong> 8/30</td>
<td><strong>Chapter 4</strong> Consumer Behavior</td>
<td>Read chapter 4; Listen to lecture</td>
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<td><strong>Chapter 5</strong> Business Behavior</td>
<td>Read chapter 5; Listen to lecture</td>
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<td><strong>Chapter 6</strong> Global Marketing</td>
<td>Read chapter 6; Listen to lecture</td>
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<td><strong>Week 3</strong> 9/6</td>
<td><strong>Chapter 7</strong> Marketing Information</td>
<td>Read chapter 7; Listen to lecture</td>
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<td><strong>Chapter 8</strong> Segmentation &amp; Targeting</td>
<td>Read chapter 8; Listen to lecture</td>
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<td><strong>Chapter 9</strong> Product</td>
<td>Read chapter 9; Listen to lecture</td>
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<tr>
<td><strong>Week 4</strong> 9/13</td>
<td><strong>EXAM # 1</strong> (Chapters 1 – 9)</td>
<td><strong>SEPTEMBER 13</strong> STUDY!!!!</td>
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<td><strong>AND Chapter 10</strong> (Start)</td>
<td><strong>Managing Products &amp; Branding</strong></td>
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<td></td>
<td>Read chapter 10; Listen to lecture</td>
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<td><strong>Week 5</strong> 9/20</td>
<td><strong>Chapter 10 (Finish if needed)</strong></td>
<td><strong>Managing Products &amp; Branding</strong></td>
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<td><strong>Chapter 11</strong></td>
<td>Read chapter 11; Listen to lecture</td>
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<td><strong>Week 6</strong> 9/27</td>
<td><strong>Chapter 12</strong> Marketing Channels &amp; Supply Chains</td>
<td>Read chapter 12; Listen to lecture</td>
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<td><strong>Chapter 13</strong> Retailing &amp; Wholesaling</td>
<td>Read chapter 13; Listen to lecture</td>
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<td><strong>Chapter</strong> Interactive and Multichannel Marketing</td>
<td>Read chapter 18; Listen to lecture</td>
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<td><strong>Week 7</strong> 10/4</td>
<td><strong>Chapter 14</strong> Marketing Communications &amp; Direct Marketing</td>
<td>Read chapter 14; Listen to lecture</td>
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<td><strong>Chapter 15</strong> Advertising, Sales Promotion &amp; Public Relations</td>
<td>Read chapter 15; Listen to lecture</td>
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<td><strong>Chapter 16</strong> Using Social Media</td>
<td>Read chapter 16; Listen to lecture</td>
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<td></td>
<td><strong>Chapter 17</strong> Personal Selling &amp; Sales Management</td>
<td>Read chapter 17; Listen to lecture</td>
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<tr>
<td><strong>Week 8</strong> 10/9</td>
<td><strong>Finish &amp; Wrap-up EXAM #2 (Chapters 10 – 18)</strong></td>
<td><strong>OCTOBER 10/9 MONDAY</strong> STUDY!!!!!</td>
</tr>
</tbody>
</table>