MKTG 302-05 (10625)
Marketing Concepts
Distance Education Course – August 21 – December 12

Professor: Dr. Julia Blose
Phone: 452-7605 or 953-7659
Email: blosej@cofc.edu
Office: JCLong 330
Office Hours: 12:15 – 1:30p.m. TR, 3:00 – 3:45p.m. TR, 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:

It is recommended students purchase the book directly through the “MH Campus” module in Oaks for the course.

Required Software: Internet browser (such as Safari, Firefox, Chrome, etc.), Adobe Acrobat Reader, Powerpoint Viewer, Microsoft Word and Microsoft Excel.

Required Hardware: Computer with high speed internet access, sound card and speakers.

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. Communication Skills: Students will demonstrate the ability, via written word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

2. Quantitative Fluency: Students will demonstrate competency in logical reasoning and data analysis skills.

3. Global and Civic Responsibility: Students will be able to identify and define social, ethical, environmental and economic challenges at local and national levels. Students will also be able to integrate knowledge and skills in addressing these issues.

4. Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

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.

A. Method of Instruction:

This course is delivered completely online via Oaks which includes the link to the CONNECT MH Campus e-book from McGraw-Hill. You must have consistent access to the Internet. You will generally set your own schedule and participate in class activities at your convenience completing each requirement by the provided deadline (NOTE: The deadlines are set to EST). The course is a combination of lectures, readings, quizzes and assignments, a group project and three exams. You may want to incorporate these tips to help you get started:

1. Set a schedule – Check the course website early in the class week to see what tasks you’ll need to work on for the week.
2. Team up with your classmates to discuss class assignments and questions you might have.
3. If you have unresolved problems, contact your instructor ASAP! Students can expect a response to emails within 24 hours (48 hours on weekends). Phone appointments or personal meetings may also be arranged. Please email instructor to schedule any appointments.
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**Note:** Technical problems with Oaks should be directed to CofC’s Helpdesk at helpdesk@cofc.edu or 843-953-3375 and questions related to CONNECT can be resolved by contacting McGraw-Hill’s Customer Experience Group Support Center at: 1-800-331-5094. The hours of operation are: Sunday (11am – 1am); Monday – Thursday (7am – 3am); Friday (7am – 8pm); Saturday (9am – 7pm).

Course content will be made available in modules. Each module will open on Sunday at midnight in Oaks accompanied by a checklist for the week. You will be expected to log in to the course website at least 3 to 4 times weekly. Computer failure/unavailability does not constitute an excuse for not completing assignments by the due date. Please remember the instructor can track your activity on the website so be sure to play an active and continuous role in the course.

**B. Course Requirements:** Weekly readings, assignments and quizzes, a group project, exams, and participation.

- **Weekly Readings, Assignments and Quizzes in 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.

- Supplemental readings/lectures and assignments may also be assigned via Oaks which will be outlined in the weekly checklist. Any supplemental assignments will be submitted via the Discussion Board or Dropbox as indicated in the assignment.

- **Discussion Forums/Participation:** Students will be expected to post some assignments directly to the Discussion Board and respond to others’ posts as indicated in the particular assignment. Failure to participate in class online discussions of such assignments on a timely basis will have a major detrimental effect upon the student’s participation grade.

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

- **Group Project:** *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 (55-65) for a detailed example of a marketing plan.

Note: Performance on the group project will be determined by the quality of the written report. A general template/format of marketing plan can be found in Appendix A: Marketing Plan (55-65). 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.

Groups should plan to email the final project to the instructor directly.

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

**Honor Code**

In this course, while the project will be completed by collaborating with group members, quizzes and exams should be done individually. 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. (Note: The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

**Grade Determination:**

- **Three Examinations:** 54%
- **Connect Smart Learning Modules and other Assignments:** 26%
- **Group Project** (including project-related submissions over course of semester): 20%

**Grading Note:** Each component has a due date associated with it that is reflected in the course schedule. All requirements must be completed on time to receive credit.
Grading Scale:

A  92.5 – 100  
A-  89.5 – 92.4  
B+  87.5 – 89.4  
B  82.5 – 87.4  
B-  79.5 – 82.4  
C+  77.5 – 79.4  
C  72.5 – 77.4  
C-  69.5 – 72.4  
D+  67.5 – 69.4  
D  62.5 – 67.4  
D-  59.5 – 62.4  
F  59.4 or less

Key Dates:

Exam 1  Available Week 5, Thursday, September 20 
Exam 2  Available Week 10, Thursday, October 25 
Exam 3  Available Week 15, Thursday, November 29
Final Project Due  No later than Wednesday, December 12 at 11:00a.m.  
                 Final Projects should be emailed directly to instructor.

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