SCHOOL OF BUSINESS LEARNING GOALS

1. Communication Skills: Students will demonstrate the ability, via both written and spoken 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, national and international 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 PREREQUISITES
Junior standing; ECON 201 and ECON 202.

COURSE TEXTBOOK
Please note that an access code is required for the Connect content. You may NOT get a valid access code if you purchase the textbook from sources other than the CofC bookstore.
Register to Connect: http://connect.mheducation.com/class/j-uchneat-302-14-w-530pm

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 course objectives are:

1. To gain factual knowledge (terminology, methods, and concepts) of the marketing discipline.

2. To understand fundamental marketing principles and theories as applied 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 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. This course uses a hybrid class format with a combination of lectures, group projects, online smart learning modules and in-class activities. Lectures are *limited* and only highlight key marketing concepts. This course requires active participation and contribution from every student.

**Attendance/Participation/In-class Assignments**
There are a number of in-class activities/exercises (200 points or 20% of total grade) assigned in class meetings as specified in the class schedule of this syllabus. All students are expected to participate and contribute to these in-class assignments. Grade points will be deducted proportionally for absences from these classes or failure to participate in these classes. Only *documented* absences will be excused. Examples of documented absences include CofC Absence Memo or official activities as a member of a CofC athletic team.
*Note: Early departure from a class before its completion without prior approval counts as an absence.*

**Connect Smart Learning Module**
The Connect Smart Learning module provides an interactive learning tool for students to engage in active learning. For each chapter, there are a number of online assignments (e.g. smartbook, video cases, quizzes, and etc.). Each student is to study each chapter and then independently complete all assignments of the module by the deadline as specified in the class schedule. Students have up to three attempts to complete each assignment and the highest score of these three attempts will count toward your grade. This online module is worth 300 points in total (30% of total grade).

Students need to register to the Connect module with the access code provided with the text. You may register with a complementary access for about 2 weeks if you don’t have the code. Connect components of each chapter require approximately 3+ hours to complete so please plan accordingly.

**Tests**
There are *three* tests that evaluate your knowledge of marketing concepts. Each test is worth 100 points (300 points in total). Chapters for each test are listed in the class schedule of this syllabus.

**Comprehensive Marketing Plan**
Students will be assigned to OAKS-generated groups for this group project. Each group will be responsible to conduct 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.

The performance of group project will be determined by the quality of written report and presentation. The project report (in both hard and electronic copies) must use 12-point TNR font, 1-inch margin and 10 double-spaced pages, plus cover page, references, and/or tables. A general template/format of marketing plan can be found in *Appendix A: Marketing Plan (52-65).*
In addition to a written report of the project, there is a 5-minute presentation that aims to effectively pitch to the audience about the practicality and feasibility of the marketing plan. A few items that you need to clearly identify and iterate in your presentation: product description, value proposition and/or points of difference, target market(s) and positioning strategy, marketing mix (4Ps), and financial projections.

To avoid free riding, there will be a peer evaluation for group members. Your grade of group project will reflect your peers’ assessment of your contribution to the group project. Failure to submit a peer evaluation by the deadline will result in a letter grade deduction from your project grade. In addition, a paper deemed significantly plagiarized will lead to actions taken in accordance with CofC Academic Honesty Policy as stated below.

**Grade Assessment**

| Connect Smart Learning Module Quizzes | 400 points |
| In-Class Assignments and Attendance | 200 points |
| Marketing Plan                      | 200 points |
| Exams                               | 200 points |
| **Total**                           | **1000 points** |

**Grade Scale**

| A : 930 points and above | A- : 900 – 929 points |
| B+ : 860 – 899 points    | B : 830 – 859 points  |
| C+ : 760 – 799 points    | C : 730 – 759 points  |
| D+ : 660 – 699 points    | D : 630 – 659 points  |
| F : Below 600 points     | D- : 600 – 629 points |

**GENERAL POLICY**

**Academic Honesty Policy**

Lying, cheating, attempted cheating, and plagiarism are violations of the Honor Code at CofC that, when identified, are investigated. Each instance is examined to determine the degree of deception involved. A student found responsible for academic dishonesty will receive a 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.

**Students with Disabilities**

If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please contact me for proper accommodations.

**Make-Up Work and Due Dates**

Make-up work is not available to compensate for missed tests, assignments or low grades. All assignments are due on the date stated in the class schedule and/or specified by the instructor. Assignments turned in late will not be accepted.
Email Policy: Email is the preferred mode of communication with the instructor. Please follow these email guidelines:

1. Expect the instructor to respond to emails between 10 a.m. and 5 p.m., Monday through Friday with a 24-hour lag time.
2. For any concerns about grades, meet with your instructor face-to-face, instead of email.
3. Before sending questions via email, make sure that your question is not answered in the syllabus.
4. An email without a subject, salutation, and sender’s name will not be read or replied. Use proper spelling, grammar, and punctuation when writing your email message.
5. Be specific about the subject of the email in the email subject heading. Put the course name and section # in the subject line. For example, use "MKTG302-03 - Project Question".

Note: This schedule is subject to change.
Phones must be off during class.
Laptops or tablets may only be used in class when a connect exercise is being used. Note taking should be done on paper.

**Tentative Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
<th>Topic</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/22</td>
<td></td>
<td>Introductions, Syllabus Review, Text &amp; Connect Login, Begin Overview of Marketing</td>
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<tr>
<td>08/29</td>
<td>1,2</td>
<td>Overview of Marketing &amp; Marketing Strategy</td>
<td>LearnSmart Chapters 1 &amp; 2</td>
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<tr>
<td>09/5</td>
<td>3</td>
<td>Marketing Environment, Ethics, Social Responsibility, Marketing Plan Project Introduction</td>
<td>LearnSmart Chapter 3, Read Appendix A: Marketing Plan pp 44-57</td>
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<td>09/12</td>
<td>4</td>
<td>Consumer Behavior, Group Project Work (Status)</td>
<td>LearnSmart Chapter 4</td>
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<tr>
<td>09/19</td>
<td>5 &amp; 6</td>
<td>Business Customers and Global Markets</td>
<td>LearnSmart Chapters 5 &amp; 6,</td>
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<tr>
<td>9/26</td>
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<td>Exam 1, Chapters 1-6, Group Project Work (Status)</td>
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<td>10/3</td>
<td>7</td>
<td>Market Research</td>
<td>LearnSmart chapter 7</td>
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<td>10/10</td>
<td>8</td>
<td>Market Segmentation, Group Project Work (Status)</td>
<td>LearnSmart Chapter 8</td>
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<td>10/17</td>
<td>9,10</td>
<td>Product and Brand Management</td>
<td>LearnSmart Chapters 9 and 10</td>
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<td>10/24</td>
<td>11</td>
<td>Exam 2, Chapters 7-10, Pricing</td>
<td>LearnSmart Chapter 11</td>
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<td>10/31</td>
<td>12, 13</td>
<td>Supply Chain Channels, Retail and Wholesale</td>
<td>LearnSmart chapters 12 and 13</td>
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<td>Chapters</td>
<td>Subject</td>
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<td>11/7</td>
<td>14,15</td>
<td>Integrated Marketing Communications, Advertising and Public Relations</td>
<td>LearnSmart, Chapters 14 and Ch. 15</td>
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<td>11/14</td>
<td>16,17</td>
<td>Social Media and Personal Selling</td>
<td>LearnSmart Chapters 16, 17</td>
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<td>11/28</td>
<td></td>
<td>Presentations</td>
<td></td>
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<tr>
<td>12/5</td>
<td></td>
<td>Exam 3 Chapters 11-17</td>
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