COURSE SYLLABUS
MARKETING CONCEPTS
MKT 302-09
Fall 2019

Section 12124  MW 2:00-3:15  Room: JSC 233

Professor:  Dr. Jennifer B. Barhorst
Phone: (843) 953-4810
Email:  barhorstj@cofc.edu
Office: Beatty Center, Room 434

Office Hours:  Tuesdays: 12:00 PM-3:00 PM and by appointment (email barhorstj@cofc.edu to make an appointment)
Beatty Center, Room 434

Connect Marketing – a smart learning module of Marketing: The Core.
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.

Prerequisites:  Junior standing; ECON 201 and ECON 202.

COURSE DESCRIPTION

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.

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. 
   Brand management classroom discussions, exams, case studies and group projects support the achievement of this goal.

2. Quantitative fluency: students will demonstrate competency in logical reasoning and data analysis skills. 
   Brand management exams, case studies and group projects support the achievement of this goal.

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 address these issues. 
   A focus on the global political, economic, social, technological, environmental and legal aspects of brand management via case studies, class discussions and group projects support the achievement of this goal.

4. Intellectual Innovation and Creativity: students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. 
   The brand management group presentation and project provide ample opportunities for students to demonstrate these skills and to support the achievement this goal.

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. 
   Brand management case studies and group projects support the achievement of this goal.

TEACHING PHILOSOPHY AND CLASSROOM APPROACH

Having spent the majority of my career outside of academia, I believe in facilitating learning experiences that will not only help you to learn the topics covered in class, but to actually perform on the job. The class is therefore comprised of several activities focused not only on reviewing and learning content, but also practical exercises that will build your skills and confidence. We do this through four key activities:

- Textbook chapters and other assigned readings
- Lectures and discussions
- Connect Smart Learning modules
- Group project that provides practical experience
The best classes are fun, interesting, interactive and thought provoking. We therefore all have a role to play in ensure that these criteria are met. For my part, I will come to class prepared with lectures that are not only based on our topics, but intertwined with interesting examples and fun activities (e.g. brand post-mortems). For your part, I expect you to be prepared for class by completing assigned readings in advance of class and being ready to actively participate in class discussions and activities.

COURSE REQUIREMENTS AND EVALUATION

Your final grade is comprised of the following:

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<th>Points</th>
<th>Percent of Grade</th>
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<td>300</td>
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1. CONNECT SMART LEARNING MODULES
   Students are expected to complete the Connect Smart Learning modules. For each chapter, there are a number of smart-learning assignments (e.g. e-book, video cases, quizzes, etc.). Each student is to study each chapter and then independently complete all assignments of smart learning by the deadline as specified in the class schedule. Students have two attempts to complete each assignment and the higher score of these two attempts will count toward your grade. This module is worth 300 points in total (30% of total grade).
   Note: Students need to register with the access code provided with the text. The Connect module is assessable through OAKS. Smart-learning components of each chapter require approximately 2 hours or more to complete.

2. EXAMS
   There are three exams that evaluate your knowledge of marketing concepts and comprise 50% of the overall grade. Exams 1 and 3 are worth 150 points each/ 30% of the final grade. Exam 2 is worth 200 points/20% of the final grade.

3. PARTICIPATION/AD-HOC ASSIGNMENTS
   This course has been designed to facilitate classroom discussion on topics concerning marketing. As such, your thoughtful, planned and courteous contributions to this class are crucial to successful learning outcomes. It is therefore paramount that you come to class ready to discuss what you have learned and to participate in classroom activities. Quality of contributions, class attendance, courteous/professional behavior and completion of ad-hoc assignments (reading and commenting on topical articles in Oaks, or completion of other assignments deemed appropriate by the professor) will all count
toward your final participation grade (**worth 5% of the final grade**). Missing class, not participating, being late, disruptive behavior (including texting, surfing the internet, chatting online) will detract from your final participation grade.

**More than two unexcused absences will result in a failure for the class.** Examples of documented absences include CoFC Absence Memo or traveling as a member of a CoFC athletic team.

Note: Early departure from a class before its completion without prior approval counts as an absence.

### 4. GROUP PROJECT

Students will be assigned to OAKS-generated groups for this group project that is worth 150 points and **15% of the final grade**. 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. Please refer to *Appendix A: Marketing Plan (52-65)* 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 (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 15-minute presentation that aims to effectively pitch to the audience about the practicality and feasibility of the marketing plan.

**Students will also turn in and present as part of the marketing plan:**

1. Experiential Audit analysis for all online material (website, social media, etc)
2. A full segmentation analysis including STP with cluster creation, and justification of final choice
3. Ideation Proposal to help the brand come to life.

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. A peer grade of B will result in a maximum project grade of B+, a peer grade of C or D will result in a maximum project grade of C+/D+ AND the assignment of an additional written, 2-page (C)/5-page (D) single spaced paper to pass the course. A grade of F by peers will result in a zero on the assignment. In addition, any paper deemed significantly plagiarized will lead to actions taken in accordance with CoFC Academic Honesty Policy as stated below. If you are worried about plagiarism, please submit your assignment first in “Turn it in” on MyCharleston for a free plagiarism and citation check.

### WEEKLY READING

In order to be prepared for weekly discussions, you should pay careful attention to the ‘Assignment’ section of the schedule and ensure that you read the assigned chapters, cases and articles **before** class.

### *OTHER ASSIGNMENTS*

There may or may not be other assignments (e.g., quizzes, assigned questions/exercises, and
online exercises). If such assignments are used, the additional points will be added to the overall total points accumulated in this class. Regardless of the assignment, the **Grading Scale (see below)** remains the same.

**GRADING SCALE**

100 - 94 (A); 93 – 90 (A-); 89 - 87 (B+); 86 - 83 (B); 82 – 80 (B-); 79 -77 (C+); 76 - 73 (C); 72 – 70 (C-); 69 - 67 (D+); 66 - 63 (D); 60 – 62 (D-); else (F)

**CLASS POLICIES**

1. **Attendance:**
   - Attendance for each class period is required.

2. **Deadlines**
   - Failure to meet deadlines will result in a zero on assignments, quizzes, cases, discussion forums or any other Ad-hoc assignment in this course.

3. **Grades**
   - *I do not discuss grades over email.* If you need to discuss your grade, make an appointment with me via email, barhorstj@cofc.edu.

4. **Excused/Unexcused Absences**
   - More than two unexcused absences will result in a failure for the class
   - Excused absences will be considered with proper/appropriate documentation (e.g., CofC Absence Memo).
   - Engagements pertaining to official CofC business (e.g., school trips, and direct participation in athletic events) are excused absences.
   - Student athletes and other individuals on official CofC business must provide proper/appropriate documentation regarding the absence at least one week before the scheduled absence.
   - Due to the lead time provided for assignments and group projects, late submissions will not be accepted. As above, a zero grade will be allocated.

5. **Use of mobile phones, tablets and laptops**
   - The use of all devices, including cell phones, laptop computers and tablets is expressly forbidden in the classroom during lectures and class discussions. Texting, receiving or sending messages, cell phone use, or the use of laptops/tablets during these times will result in immediate dismissal and a 2-point final grade penalty.
   - Students must keep these devices turned off and out of sight during class. It is a violation of this policy to keep such devices on your lap. Please note that the use of these devices during team meetings in class to prepare assignments is not prohibited.

6. **Student Honor Code:**
   Students are expected to abide by the [Honor Code and the Student Handbook: A Guide to Civil and Honorable Conduct](#)

7. **Disabilities:**
If you have a documented disability and are approved to receive accommodations through SNAP Services, please contact me.

THE PROFESSOR RESERVES THE RIGHT TO CHANGE THIS SYLLABUS