MKTG 302 MARKETING CONCEPTS
SUMMER I, 2020
Course Dates: June 2 - July 1 (Individual Project due 7/1)
Professor: Dr. Rhonda W Mack

This class syllabus includes necessary detailed information for you to successfully complete the course. Please read everything very carefully before beginning the course.

COURSE PREREQUISITES: ECON 200 AND ECON 201

MKTG 302 COURSE OBJECTIVES, OVERVIEW AND CONTENT
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 & packaging, channels of distribution, pricing & promotions in public & 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 ethical and social responsibility issues firms face that relate to marketing decisions.

A large part of this course will use a web-based assignment and assessment platform from McGraw-Hill CONNECT. You will access CONNECT through CofC’s OAKS platform. Our course MKTG 302 Course OAKS site provides you with necessary access information. You can access this course anytime during its duration. Text readings, (ebook), SMARTBOOK quizzes, and exams will be via CONNECT. If you want to order a paperback copy of the book, you can do this via CONNECT. PURCHASE OF THE CONNECT LINK IS REQUIRED FOR THIS CLASS! Otherwise you will not be able to access readings, exams, and SMARTBOOK quizzes. Your required Topic Discussion/Postings and Weekly Lectures will be via OAKS, and your final project will be submitted directly to my email address at the College of Charleston (mackr@cofc.edu).


YOU ARE REQUIRED TO PURCHASE CONNECT (includes ebook) for course assignments. Go to the course site on CofC OAKS and “connect” to McGraw-Hill’s CONNECT and purchase the access. You have the option to upgrade to a hardcopy loose leaf textbook if you want to do so.

School of Business Learning Objectives
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) 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.
3) Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
4) 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 LOGISTICS/STRUCTURE

This section of MKTG 302 is an asynchronous Distance Education version of the course and is designed for students to work independently. It is essential that you maintain active participation in the class, reading, studying, posting responses, and taking SMARTBOOK quizzes and exams. The course includes weekly module assignment deadlines covering your weekly reading assignments, weekly SMARTBOOK quizzes and weekly discussion posts. There are two exams over the month-long class and a final individual project. Weekly Introductory Lectures are posted on the OAKS course content section to help introduce you to the course topics. **MAKE SURE** THAT YOU COMPLETE EACH WEEK’S WORK BY THE DEADLINE. EACH WEEK’S ACCESS OPENS TUESDAY MORNINGS AT 8:00 A.M. AND CLOSES (deadline) ON MONDAY NIGHTS AT 11:59 P.M.(Eastern time zone). If you are in a different zone, you must adjust your work clock and complete and submit your work by the EST zone as if you were in Charleston.

This course is administered through OAKS which will provide access to the McGraw-Hill CONNECT platform for textbook readings (again you can order a hard/paperback copy if desired), for weekly SMARTBOOK quizzes and for the two course exams. These are found in the CONNECT Assignment section.

I have provided brief weekly topic introduction lectures on OAKS (under CONTENT) via Kaltura. There is a weekly required topic Discussion Post in the Discussion Board via OAKS. Also please watch for any course announcements via OAKS. Your final individual project assignment will be emailed directly to me at: mackr@cofc.edu.

To access the course content on OAKS, please follow these steps:
1) Go to [https://lms.cofc.edu/](https://lms.cofc.edu/) (please bookmark this site).  
2) Log in using your College of Charleston Username and Password.  
3) Click on your “MKTG302-Marketing Concepts” course link.  
4) Once logged into the course you will use the links located on the course menu to navigate through the course content.

It is essential that you stay up-to-date with this course. I will periodically email students or post messages, announcements and deadline reminders on OAKS. But it is YOUR responsibility to make sure you do not get behind. Once the course is closed (deadline date and time), it cannot be reopened. **ALSO, Remember** that your exams can be accessed only once. Once an exam is opened, you must complete it. So, do not open an exam until you are ready to take the exam.

A CONNECT orientation is provided within the course CONNECT site if needed

And a last reminder, **DO NOT WAIT until the last minute** for anything. You never know if you will have any type of Internet Access problem from wherever you are working—this could prevent you from completing your work within the dates/times of the weekly module before they permanently closeout.

I can meet with you via ZOOM, Facetime, phone, or email. Just let me know if you need me!
Study and Preparation Suggestions for Success in this Course
This course is taught at an accelerated rate and completed in just four weeks (an entire semester of work in four weeks!)
   a. Expect to spend about 20 hours per week reading, studying, viewing lectures, working on assignments and projects. (Remember this is an entire semester in just one month.)
   b. Regularly check the course OAKS page. It is recommended that you log in at least 4 days each week to work—don’t try to do everything the day before the deadline.
   c. Regularly check your CofC email—let me know if you need my help.

Technical Issues
*If you have questions/issues related to the course content or operation, contact me.
*If you have a technical problem with OAKS, please contact the CofC Student Computing.
*Additional support and tutorials can be assessed at http://blogs.cofc.edu/scs
*For technical support with CONNECT, go to the “?” Need Help section where you will find instructions for assistance either via email, live chat, or phone.

LEARNING ACTIVITIES
*TOPIC LECTURES – I will post an introductory lecture for our course in the CONTENT section of the course OAKS page. Each week I will also post a brief lecture summarizing our weekly chapters. These should give you a good perspective for understanding each week’s topics.

*READINGS (weekly) – Text/ebook chapter assignments. There are three chapters per week for the first four weeks. (12 chapters total)

*SMARTBOOK QUIZZES (weekly, 1 per chapter) – Multiple choice quiz questions to strengthen your mastery of weekly chapters in prep. for the two exams. (You access quizzes through Assignments in CONNECT. 12 of these, 10 points each, totaling 30% of your final grade.

*EXAMS (2) – Multiple choice, one every other week, over two weeks of chapters. The exams count 40% of your final grade (ONCE YOU OPEN AN EXAM TO COMPLETE IT, YOU MUST FINISH THE EXAM. IT CAN BE ACCESSED ONLY ONE TIME). EXAMS ARE TIMED!

TOPIC DISCUSSION POSTS/RESPONSES – A weekly question based on a current marketing topic, or a current event. Via OAKS Discussions, you will post your answers/opinions/examples to the question. Your Posts should be full thoughts, grammatically correct, and represent a good deal of thought and effort on the topics. THE POSTS ARE DUE BEFORE SATURDAY NIGHT AT 11:59 pm OF EACH WEEK’S MODULE. (These posts count a total of 10% of your final grade. Make sure that you are reading other posts before you make your own so that you can consider other students’ ideas as well as any comments that I may make. Your grade is based on the quality and frequency of your weekly posts. Please participate as often as possible during the week.

*FINAL PROJECT: A description of the project follows later in syllabus. Project is due no later than Wed., July 1 by 5:00 PM. Email your project to me directly at: mackr@cofc.edu.
PLEASE NOTE that each weekly course Module has a start date (Tuesday 8:00 a.m.) and a due date/close date (Monday 11:59 p.m.) and the components must be completed by that due date each week to receive credit. **Due dates and times are all according to EST.** Regarding exam results, you will be able to see the questions missed, and correct answers, 24 hours after the close of each module.

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<th>GRADES</th>
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<tbody>
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<td>Exams(2)</td>
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<tr>
<td>Quizzes(12 quizzes, 10 points each)</td>
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<td>30</td>
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<tr>
<td>Individual Project</td>
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Grade | A | A- | B+ | B | B- | C+ | C | C- | D | F |
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*ALL ASSIGNMENTS MUST BE COMPLETED ON TIME TO RECEIVE CREDIT*

**FINAL PROJECT ASSIGNMENT:** Choose a small-to-medium size business that you are familiar with and whose marketing strategy you can observe and become adequately familiar with for project purposes. Write a paper, 6-8 double spaced pages (12pt. font, 1” margins, PLUS cover page, references, and any tables or illustrations used. You may use an Appendix for illustrations or any pictures you would like to use.

You are to examine and conduct an evaluative analysis of the firm’s marketing program. At the end of Chapter 2, your text includes an Appendix on “Building an Effective Marketing Plan”. You can use part of this framework for identification of the major components for your analysis of the appropriateness of the firm’s marketing program that you are examining. Make sure that you include the following:

1) A description of the company and its product/service offering(s)
2) The firm’s marketing objectives and product/service market position (your perception)
3) Situation analysis (SWOT), from your perspective and research you can conduct on the firm and the industry and environment in which it works.
4) The firm’s market-product focus
5) Your evaluation, the Strengths and Weaknesses, you perceive of the firm’s Marketing Program Strategy and Tactics (make sure to analyze across the 4 P’s)
6) Recommendations/changes you would make to improve the marketing program of the firm.
COURSE TIMELINE
(Remember, modules open Tuesday morning 8:00 am and close Monday night at 11:59 pm.)

Week 1 Tuesday, 6/2-Monday 6/8
LISTEN TO COURSE INTRODUCTION AND CHAPTER SUMMARY
MODULE 1 Introduction to Marketing, Customer Relationships, Organizational Strategies, the Marketing Environment, Ethics and Social Responsibility
READ CHAPTERS 1,2,3
CONNECT SMARTBOOK QUIZZES
DISCUSSION POST TOPIC: Consider the Current COVID 19 Pandemic. Consider and discuss impact(s) you have observed this has had on various environmental forces as discussed in Chapter 3. Feel free to note any specific organization’s marketing activities that have resulted.

Week 2 Tuesday, 6/9-Monday 6/15
LISTEN TO CHAPTER SUMMARY
Consumer Behavior, Marketing Research and Market Segmentation, Targeting & Positioning
READ CHAPTERS 4, 7,8
CONNECT SMARTBOOK QUIZZES
EXAM 1 (chpts. 1,2,3,4,7,8)
DISCUSSION POST TOPIC: Consider Patagonia. What consumer Behavior aspects to you think Patagonia considers in determining market segmentation. What is/are its market position(s)?

YOU SHOULD DETERMINE YOUR PROJECT FIRM BY END OF THIS WEEK. PLEASE EMAIL THESE ME. Let me know if we need to discuss your thoughts on your project firm topic.

Week 3 Tuesday, 6/16-Monday 6/22
LISTEN TO CHAPTER SUMMARY
READ CHAPTERS 9,10,11
CONNECT SMARTBOOK QUIZZES
DISCUSSION POST TOPIC: Consider Pricing. Please give me examples of cases where you think Profit Maximization might be unethical.

***Email you project topic/organization to me the first of this week.

Week 4 Tuesday, 6/23-Monday 6/29
LISTEN TO CHAPTER SUMMARY
Read Chapters 12, 14, 15
CONNECT SMARTBOOK QUIZZES
EXAM 2 (chpts. 9,10,11,12,14,15)
DISCUSSION TOPIC POST: Back to consideration of our COVID 19 Environment. Considering Chapter 14, what kind of changes might you project in our Multichannel environment as a result?

Week 5 Tuesday, 6/30 & Wednesday 7/1
FINALIZE PROJECT
PROJECT DUE WEDNESDAY, 7/1 AT 5:00 PM
Email to: mackr@cofc.edu