Fall 2021

MKTG 302-05 (10466)
Marketing Concepts
TR 12:15 – 1:40 p.m.
TCFE Room 131

Professor: Dr. Julia Blose
Phone: 843-452-7605
Email: blosej@cofc.edu
Office: Tate 309
Office Hours: 11:15 a.m. – 12:15 p.m. TR,
3:00 – 4:00 p.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:

Note: 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: Sophomore standing; ECON 200.

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:

Lectures, discussions and assignments. Any Powerpoint lecture material used will be made available on OAKS. It is the student's responsibility to read chapter material prior to class. This will allow more in-class time for discussion and other activities. Assignments will be spread throughout the course.

OAKS: You may access our MKTG 302 class by logging into MyCharleston 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. You will need to contact the CofC Helpdesk at helpdesk@cofc.edu or 843-953-3375 if you have technical problems logging in to the class.
Note: 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).

B. Course Requirements: Weekly readings/lectures, 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 several smart-learning components (e.g. an e-book (Smartbook) reading assignment, a video case and self-test quiz). 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 to complete.*

- Supplemental readings/lectures and assignments may also be assigned via Oaks. 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.

- **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 Audit* – Students will work in groups for this semester-long project. Each group will be responsible for conducting a comprehensive audit of the marketing strategies employed by an existing company (as well as develop additional recommendations for marketing strategy improvement for an existing product offered by this company). To complete this project, groups will be required to first compile a portfolio of visual examples of tools/strategies the organization uses to market the product and, based on this information, conduct an audit of these strategies beginning with identification of the company’s target market and value proposition. Groups should refer to the *Appendix A: Marketing Plan (at the end of chapter 2)* for examples of many of the other strategic decisions that will be addressed in the audit.
Note: Performance on the group project will be determined by the quality of the written report. A general template/format of the marketing audit will be provided later in the semester. 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:** 50%
- **Connect Smart Learning Modules and other Assignments:** 24%
- **Group Project** (including project-related submissions during semester): 26%

**Inclement Weather, Pandemic or Substantial Interruption of Instruction**

If the College of Charleston closes and members of the community are evacuated due to inclement weather, etc. students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructor may articulate a plan that allows for supplemental academic engagement despite these circumstances.
Grading Scale:

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<tr>
<th>Grade</th>
<th>Minimum Score</th>
<th>Maximum Score</th>
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<tbody>
<tr>
<td>A</td>
<td>92.5 – 100</td>
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<tr>
<td>A-</td>
<td>89.5 – 92.4</td>
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<tr>
<td>B+</td>
<td>87.5 – 89.4</td>
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<tr>
<td>B</td>
<td>82.5 – 87.4</td>
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<tr>
<td>B-</td>
<td>79.5 – 82.4</td>
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<tr>
<td>C+</td>
<td>77.5 – 79.4</td>
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<tr>
<td>C</td>
<td>72.5 – 77.4</td>
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<tr>
<td>C-</td>
<td>69.5 – 72.4</td>
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<tr>
<td>D+</td>
<td>67.5 – 69.4</td>
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<td>F</td>
<td>59.4 or less</td>
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Key Dates:

- **Exam 1**: Available Week 5, starting Wed, Sept 22
- **Exam 2**: Available Week 8, starting Wed, Oct 13
- **Exam 3**: Available Week 13, starting Wed, Nov 17
- **Final Project Due**: No later than Tuesday, November 30 at start of class. 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; Social Media and Digital Marketing

Mental & Physical Wellbeing:
At the college, we take every students’ mental and physical wellbeing seriously. If you find yourself experiencing physical illnesses, please reach out to student health services (843.953.5520). And if you find yourself experiencing any mental health challenges (for example, anxiety, depression, stressful life events, sleep deprivation, and/or loneliness/homesickness) please consider contacting either the Counseling
Center (professional counselors at [http://counseling.cofc.edu](http://counseling.cofc.edu) or 843.953.5640 3rd Robert Scott Small Building) or the Students 4 Support (certified volunteers through texting "4support" to 839863, visit [http://counseling.cofc.edu/cct/index.php](http://counseling.cofc.edu/cct/index.php), or meet with them in person 3rd Floor Stern Center). These services are there for you to help you cope with difficulties you may be experiencing and to maintain optimal physical and mental health.

**Food & Housing Resources:**
Many CofC students report experiencing food and housing insecurity. If you are facing challenges in securing food (such as not being able to afford groceries or get sufficient food to eat every day) and housing (such as lacking a safe and stable place to live), please contact the Dean of Students for support ([http://studentaffairs.cofc.edu/about/salt.php](http://studentaffairs.cofc.edu/about/salt.php)). Also, you can go to [http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php](http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php) to learn about food and housing assistance that is available to you. In addition, there are several resources on and off campus to help. You can visit the Cougar Pantry in the Stern Center (2nd floor), a student-run food pantry that provides dry-goods and hygiene products at no charge to any student in need.