MKTG 302 Course Overview and Objectives – Spring 2021
This course develops an understanding for the complexities of establishing and implementing marketing strategies in both domestic and international economies. 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 international and domestic marketing.
3. To begin to develop professional skills and competencies in the area including:
   - an understanding of the types of decisions that must be made in planning the marketing mix for a firm, and
   - 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 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 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 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.

Grading: Students have the ability to accumulate at least 400 points in this course – equivalent to a 4.0 or an A; missed classes, missed assignments, inattention, teammate assessments and all grades affect the accumulation of points. The breakdown of work responsibilities is: Assignments/Tests/Quizzes (50%); Final Project (25%)
Attendance/Participation (25%)

Written Assignments: Students will receive sufficient notice of pending written assignments. These may or may not be listed on the semester syllabus; it is each student’s responsibility to keep abreast of assignments and due dates as the semester unfolds.

Quality of work: marketing is a communications-based discipline. Clear language is key to being understood. Therefore: all written assignments and essay-based quiz responses must be presented in complete sentences, with clear grammar and punctuation, and college-level reasoning.
Guests: During this course, respected professionals will visit class to present theories and applications of marketing. Many of our assignments will be amplified by the information they deliver; others will come from the text. Attendance is critical to success in this class, as quizzes and assignments will often be based on class lectures and presentations.

Attendance Policy: The instructor believes that 80% of success in life comes from simply showing up. Each class period you attend, you will be rewarded with points toward your semester total. (Each class typically is worth about 3.5 points). No class, no points.

The College Honor Code will guide the behavior of each student. Lying, cheating, attempted cheating and plagiarism are violations of our Honor Code that, when identified, are investigated. Each instance is examined to determine the degree of deception involved. Refer to http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Students with a documented disability who have been approved to receive accommodations through SNAP services should discuss this with me early in the semester - before or after class, or at my office at 522 King Street. Any student eligible for and needing accommodations because of a disability is requested to speak with me during my office hours.

Inclement weather/emergency prep: If the college closes or you are evacuated due to an emergency, you are responsible for taking course materials with you in order to continue with assignments and work cooperatively to keep our class on schedule. If necessary, I will articulate a plan for remote instruction in the event of a lengthy schedule disruption.

I encourage all students to engage with me if they encounter issues in need of addressing during this semester. My goal is to make this course productive, engaging and educational for ALL.

Syllabus and Class Schedule

January 11
  Introductions/Chapter 1

Week of January 18
  • Chapters 2 and 3
  • Written assignment due next week

Week of January 25
  Read/Discuss Chapter 4

Week of February 1
  Chapter 5 + Written assignment
  No class 1/30

Week of February 8
  No class 2/4
  Read/Discuss Chapter 6

Week of February 15
  Read/Discuss Chapter 7

Week of February 22
  Read/Discuss Chapter 8

Week of March 1
  Midterm Quiz
  March 4 – study day, no class

Week of March 8
Read/Discuss Chapters 9 and 10+ Final project assignment explained

**Week of March 15**
Read/Discuss Chapters 11, 12

**Week of March 22**
Read/Discuss Chapter 13, 14 + Written assignment

**Week of March 29**
Read/Discuss Chapter 15, 16

**Week of April 5**
Read/Discuss Chapter 17+

**Week of April 12**
Wrap up Final Project– Group presentations

**Week of April 19**
Last day of class – Final quiz