INSTRUCTOR: Dr. Rene Dentiste Mueller CONTACT: muellerr@cofc.edu

COURSE DESCRIPTION: This course develops an appreciation for the complexities of establishing and implementing marketing strategies in both the domestic and international economies. Areas of study include consumer and industrial behavior, market research, ethical marketing practices, product/services, channels of distribution, pricing and promotions in public and private sectors as well as profit and non-profit organizations.

NOTE: THIS IS A DISTANCE LEARNING COURSE.

COURSE PREREQUISITES: junior standing and ECON 200

COURSE OBJECTIVES:
1. to gain a 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 develop specific professional skills and competencies such as:
   a. ability to plan the marketing mix for your firm
   b. ability to apply marketing principles to develop a target market profile
   c. understanding of the market segmentation process

ACADEMIC INTEGRITY AND THE COLLEGE HONOR CODE: All students are expected to adhere to the College of Charleston Honor Code (found in the Student Handbook). Failure to do so will result in the assignment of an “F” in this course. Pay particular attention to plagiarism guidelines.


Note: There is a new edition of the textbook coming out this Fall so the used book price for this edition should be low. Alternatively, you can download the eBook version

Readings: On OAKS

OFFICE HOURS: As this is a distance learning course, students will be working on the course at times during the day that are convenient to each student. NOTE: I will NOT be available 24/7, however, I will try to answer questions as soon as possible (normally within 48 hours).

Traditionally, courses meet twice weekly; consequently, I will check in at 5:30 on Tuesday and Thursday. Please note, I will also try to check the DISCUSSION board early on Mondays, Wednesdays and Fridays. I will not respond on Saturday and Sunday.

There is a lot of content to cover in this semester. Students are expected to spend at least 10 hours per week on this course.

HARDWARE/SOFTWARE REQUIREMENTS This is an online course and students are expected to have access to a computer and high speed internet access. If your wifi access is weak (frequently drops), you might have difficulty completing the quizzes and exams. All assignments must be turned in using a traditional format such as PDF, Word and Excel. It is often difficult for professors to access paper submitted with open sourced software.
CORRESPONDENCE BETWEEN DR MUELLER AND STUDENTS
All correspondence should be done in DISCUSSIONS (in OAKS) and NOT by email as other students may have similar questions and would benefit from seeing the question and answer.

In the event I need to address the entire class, I will email the class using the email address provided by OAKS. She will put the subject line MKTG 302 in the subject heading. It is the responsibility of the student to check his email account Tuesdays and Thursdays by midnight Eastern Standard Time.

In the case where a student has a question of a personal nature, students should contact me via email with the subject line MKTG 302 Personal Question. Please be aware that I check my email daily, however, I receive about 100 emails daily. If a student does not include MKTG 302 Personal Question in the subject line, there is the possibility that the email will be overlooked.

Students seeking accommodation need to contact me by midnight June 8th.

Attendance This course lasts from June 8-July 8. Students are expected to visit the OAKS course at a minimum of 3-4 times weekly and complete the entire course by July 7. Students can complete the chapter quizzes, exams, and audit early, however, the discussions require the full participation of the class so early completion of these assignments is not possible.

GRADING POLICY
A ..........94-100%
A-.........90-93%
B+.........87-89%
B...........84-86%
B-.........80-83
C+.........77-79%
C...........74-76%
C-.........70-73
D+.........67-70
D...........64-66%
D-.........60-63
F.............less than 60%

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<tr>
<th>Assignment</th>
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<tr>
<td>Grocery Store Assignment</td>
<td>75</td>
<td>7-Jul</td>
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<tr>
<td>Marketing Audit Assignment</td>
<td>275</td>
<td>7-Jul</td>
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<td>Discussions (include summaries loaded to dropbox)</td>
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<tr>
<td>Impulse Shopping Discussion Post</td>
<td>75</td>
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<td>Summary due in Dropbox</td>
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<td>Tabasco Hot Sauce Discussion Post Due</td>
<td>75</td>
<td>20-Jun</td>
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<td>Summary due in Dropbox</td>
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<td>7-Jul</td>
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<tr>
<td>Chapter Quizzes</td>
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<td>Exam 1 Chapters 1-10</td>
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ASSIGNMENTS/PROJECTS
There are two assignments and both are detailed in the content section of OAKS. The Grocery Store Assignment requires that you read the article and then visit a grocery store. The assignment is not difficult but don’t wait until the last minute as you might not be able to find a grocery store open late at night.

The Marketing Audit is a 4-5 single-spaced page report. The student decides the company they wish to audit and then creates a report auditing the brand, its competitive environment, and marketing strategies. It also requires you to make suggestions. This report does require secondary research. Supporting documents are available in the CONTENT section of OAKS.

CHAPTER QUIZZES
Students are expected to take a short quiz after reading each chapter. The quiz questions (multiple choice) will come from a test bank developed by the textbook publisher. The quiz questions will be randomly generated. There will be approximately 10 questions on each quiz. Students will have 10 minutes to complete each chapter quiz. Once a student starts the quiz, he/she must complete the quiz.

Quizzes must be taken by the quiz dates below. It is advisable to take the exam early in order to avoid any problems you might have with technology and access to the internet. I have given extra time for the first set of quizzes so that students have time to receive their textbook. Please start the quizzes as soon as possible as

If quizzes are NOT taken by the QUIZ date, the quiz grade will be a zero. **Late quizzes will not be accepted.** Quizzes can be completed early. In general, students achieve a 90 percent or better on the quizzes

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<th>QUIZ DATES</th>
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<tr>
<td>Chapters 1-3</td>
<td>11-Jun</td>
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<td>Chapters 4-7</td>
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<td>Chapters 8-11</td>
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<td>Chapters 12-15</td>
<td>2-Jul</td>
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<td>Chapters 16-18</td>
<td>6-Jul</td>
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EXAMS
All exams will be multiple-choice. It is important to study for the exams as the questions will cover a large amount of material and are timed. To deter students from using the textbook to answer the exam questions, the exam questions will be scrambled. Exams must be taken by the exam date. **Students can take the exam early.** Once a student begins the exam, the student must complete the exam. The exam will have 50 questions and you will be given 50 minutes to complete the exam.
EXAM 1 on Chapters 1-10 by midnight June 23rd EXAM 2 Chapters 11-18 by midnight July 7th

DISCUSSIONS
There will be two discussions. The outline and requirements for the discussions will be listed in the CONTENT area on OAKS. **NOTE: There are two parts to each discussion.** You can start the Discussions at any time the Discussion Board closes on the following dates:

**DISCUSSION 1:** *Impulse Shopping.* Read the articles and then post your answers on the Discussion board. **DISCUSSION ENDS JUNE 13**

*Impulse Shopping Research.* Is a **SUMMARY and ANALYSIS of the DISCUSSION** is due (IN DROPBOX) **JUNE 27**. This requires **BASIC STATISTICAL analysis** which you should have receive in both your MATH and DSCI courses. To help you remember, I have included a template and some additional links for analyzing the data. It is not difficult but if you are not good at statistics and wait until the last minute to do the exercise, you might feel overwhelmed. **Please start this exercise early.**

**DISCUSSION 2:** Tabasco Hot Sauce Discussion ends **JUNE 20.** Although you do not have to analyze the class discussion, you will find their comments valuable in submitting your summary (due IN DROPBOX **JULY 7th**)

PLEASE NOTE THAT MOST OF THE COURSE CAN BE COMPLETED EARLY, HOWEVER, I HAVE GIVEN YOU FLEXIBILITY BY HAVING MANY OF THE ASSIGNMENTS DUE AT THE END OF THE COURSE. IT IS ADVISED, HOWEVER, THAT YOU COMPLETE THE ASSIGNMENTS EARLY WHEN POSSIBLE SO THAT YOU AREN'T COMPLETING EVERYTHING AT THE LAST MINUTE.