

Eastern Wyoming College

Business Administration

COURSE NAME	Principles of Marketing
COURSE NUMBER.....	MKT 2100
CREDIT HOURS	3 credit hours
SEMESTER	Fall 2011
TIME	Online presentation
INSTRUCTOR	Melissa Meeboer
OFFICE	Faculty Link 102
OFFICE HOURS FOR THIS COURSE.....	M, W 1:30-3:30 and by appointment
TELEPHONE	532-8285 (office)
E-MAIL.....	melissa.meeboer@ewc.wy.edu

COURSE DESCRIPTION

An overview of marketing including the strategies for product, distribution, promotion, and pricing decisions; the relationship of these decisions to the external environment; global perspectives for tactical and strategic planning related to marketing; and ethics in marketing considerations.

COURSE RATIONALE

MKT 2100 is generally taken by students preparing for a bachelor's degree in business administration or accounting. It is also taken by those working toward the vocational Associate of Applied Arts degree in business and others who wish to expand their understanding of marketing and the global environment which affects tactical and strategic planning.

LEARNING OUTCOMES

When students have completed the course in marketing, they will be able to:

- Compare and contrast the primary philosophies of marketing management
- Read and understand the basic components of sample marketing plan
- Identify internal and external factors which affect the marketing mix
- Discuss the social responsibility and ethical decisions facing corporations related to marketing
- Analyze marketing opportunities created by consumer and business decision making behavior in a global environment
- Explain the development and management of products including services and nonprofit products
- Explain the major distribution channels and the related supply chain and logistics management function
- Identify major promotional methods in the determination of a successful product
- Explain the determinants driving the pricing structure of a product

Unit objectives are listed and summarized for each chapter in the textbook. As students progress through the topical outline listed below, assignments and discussions will reinforce understanding of the course objectives. It is the student's responsibility to review the objectives after studying each chapter and to contact the instructor should the objectives not be clear.

GENERAL EDUCATION REQUIREMENTS FOR DEGREE COMPLETION

Eastern Wyoming College expects that its graduates will have an educational foundation that prepares them for a complex and rapidly changing world. The curriculums offered will allow the development of general education competencies necessary for participation in society as well as the development of specialized knowledge necessary within a given discipline. Every EWC graduate will have demonstrated competencies in these five general education areas:

1. Communication Skills:

Graduates will be able to understand and communicate ideas and information in written and spoken English that reveals a mastery of terminology appropriate to their disciplines.

2. Analytical and Quantitative Reasoning:

Graduates will be able to solve problems through critical thinking involving analytical and quantitative reasoning at a level appropriate to their disciplines.

3. Technology Skills:

Graduates will be able to demonstrate competence using technology appropriate to their disciplines.

4. Social Awareness:

Graduates will be able to demonstrate an awareness of the relationship between the individual and the world.

5. Information Literacy

Graduates will be able to locate, evaluate, and use information effectively.

ADA ACCOMMODATIONS

Eastern Wyoming College is committed to providing reasonable accommodations for qualified individuals with disabilities. If a student has a disability and desires a reasonable accommodation for such disability, the student should contact Mrs. Debra Ochsner (532-8239) or Mr. Tom McDowell (532-8330) as soon as possible so that arrangements may be made.

CLASSROOM EXPECTATIONS

A meaningful learning experience requires minimal standards and respect and consideration for others. It is not possible to provide an inclusive list of all disrespectful, disruptive behaviors. The mature college student will recognize the following as being unacceptable:

- negatively challenging an instructor online (make an appointment or call to discuss conflicts privately)
- use of disrespectful language in online discussions or e-mail

The instructor reserves the right to suspend a student from class if his or her behavior does not conform to these minimal standards.

PROFESSIONAL COMMUNICATION EXPECTATIONS

Email:

- Appropriate greeting
- Appropriate email address
- Personal vs business account
- Class you are enrolled in and referring to
- Subject line
- Clearly state purpose of email and/or question
- Complete sentences
- Spelling and grammar
- Response instructions
- Formal signature

Phone:

- Speak slowly and clearly
- Identify yourself
- Class you are enrolled in and referring to
- Clearly state purpose of call and/or question
- Phone number where you can be reached

Texting

- Be as formal as possible—use appropriate language for whom you are texting
- Identify yourself and your class
- Clearly state purpose and/or question

WITHDRAWAL POLICY

DEC 1= LAST DAY TO DROP REGULAR SEMESTER CLASSES

Withdrawal from the course **must be initiated by the student** following procedures outlined in the current EWC GENERAL CATALOG.

USE OF INSTRUCTIONAL MEDIA AND RESOURCES

Required Textbook

MKTG 5.0 2012 Edition (with Printed Access Card)

Lamb, Hair, and McDaniel; Cengage (you must have access card to complete required online engagement activities.)

ISBN-13: 9781111528096

Textbooks are available through the [EWC Online Bookstore](#) where you may apply financial aid toward your purchase. The text may also be purchased directly through the publisher or ordered through other online or ground booksellers. Be sure that you purchase the text with the access card to online supplements--these will be used for assignments.

GRADING CRITERIA

Your final grade will be a reflection of your performance in the following areas, with percentages allocated approximately as follows:

Factor	Percent
Assignments*	15
Discussions	5
Final exam	15
Unit exams - 100 pts each	65
Total	100

The instructor reserves the right to change assignments and related percentages as deemed necessary.

GRADING SCALE BASED ON PERCENTAGE OF TOTAL

A.....	90 - 100
B.....	80 - 89
C.....	70 - 79
D.....	60 - 69
F.....	0 - 59

Course Work

All written assignments should be proofread for grammar and spelling errors prior to submission. College-level written communication skills are a basic expectation for the course.

No late assignments will be accepted.

No extra credit options are available for the course. Students are expected to complete course requirements.

The course will consist of the coverage included in the topical outline. For each chapter, the student is expected to read the chapter (filling in the study outline) and complete the chapter assignments. These assignments include a variety of internet activities, news articles, video and case studies, discussion and writing exercises. In addition, there will be exams. The instructor is available to supplement the text material, answer questions concerning assignments and course content, and guide the student discussions and learning. The intent of the assignments is to enhance student learning and retention of basic marketing concepts. All assignments are chosen based on their relationship to the learning objectives for the course.

Course Outline

Unit 1 Sept 12	Orientation; Registration for online resources; Chapter 1 An Overview of Marketing Chapter 3 Ethics and Social Responsibility
Unit 2 Sept 19	Chapter 4 The Marketing Environment
Unit 3 Sept 26	Chapter 5 Developing a Global Vision
Sept 28	Exam 1
Unit 4 Oct 3	Chapter 6 Consumer Decision Making
Unit 5 Oct 10	Chapter 7 Business Marketing
Unit 6 Oct 17	Chapter 8 Segmenting and Targeting Markets
Oct 19	Exam 2
Unit 7 Oct 24	Chapter 10 Product Concepts
Unit 8 Oct 31	Chapter 11 Developing and Managing Products
Unit 9 Nov 7	Chapter 12 Services and Nonprofit Organization Marketing
Nov 9	Exam 3
Unit 10 Nov 14	Chapter 13 and 14 Marketing Channels and Supply Chain Management; Chapter 15 Retailing
Unit 11 Nov 21	Chapter 16 Integrated Marketing Communications; Chapter 17 Advertising and Public Relations
Unit 12 Nov 28	Chapter 18 Sales Promotion and Personal Selling
Nov 30	Exam 4
Unit 13 Dec 5	Chapter 19 Pricing Concepts;
Unit 14 Dec 9	Chapter 21 Customer Relationship Management (CRM)
Dec 12	Exam 5
Dec 15	Final Exam Comprehensive Exam

Academic Dishonesty Policy

Academic dishonesty is not tolerated. Dishonesty includes plagiarism, cheating and any conscious act by a student that gives him or her undue advantage over fellow students.

Plagiarism

Copying or using the ideas of another without giving proper credit through the use of quotation marks, footnotes, or other forms of reference.

Cheating

Making unauthorized use of answers to examinations, tests, quizzes, in-class work, or homework assignments, as well as copying from fellow students or submitting work that has been done by someone else. It is cheating for two or more students to work on the same computer file and print multiple copies with different names on them. Do your own work.

Students shall complete all assigned course work individually unless otherwise indicated. Academic dishonesty of any kind shall result in a score of zero on the assignment or examination and may result in withdrawal from the course or a grade of F, as the instructor deems appropriate. In addition, the instructor may refer the student to the appropriate EWC official for further discipline.

Disclaimer

Information contained in this syllabus was, to the best knowledge of the instructor, considered correct and complete when distributed for use at the beginning of the class. However, this syllabus should not be considered a contract between Eastern Wyoming College and the student.

The instructor reserves the right, acting within the policies and procedures of EWC, to make changes in course content or instructional technique without notice or obligation.