



MARKETING

Date 11/30/11

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COURSE NUMBER: MKT 101

PREREQUISITE(S): ENG 032, RDG 032 with a minimum grade of "C"

CO-REQUISITE(S): None

COURSE DESCRIPTIONS This course covers an introduction to the field of marketing with a detailed study of the marketing concept and the processes of product development, pricing, promotion, and marketing distribution. Other topics will include consumer psychology, research and information systems, advertising and legislative considerations.

TEXTBOOK(S): Lamb, Charles W., Joseph F. Hair and Carol McDaniel. MKTG. 5TH edition. Cengage Learning/South-Western, 2012. ISBN: 978-1-111-52809-6

REFERENCE(S): None

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: None

METHOD OF INSTRUCTION: This course will be taught using active learning activities of group discussion, Internet activities, and individual performance.

GRADING SYSTEM:

| | | | | |
|-------|---|-----|---|---|
| 90 | - | 100 | = | A |
| 80 | - | 89 | = | B |
| 70 | - | 79 | = | C |
| 60 | - | 69 | = | D |
| Below | - | 60 | = | F |

The standard mathematical procedure of rounding will be applied to arrive at a whole number percentage in final grade calculation.

**GRADE
CALCULATION
METHOD:**

| | | |
|--------------------------------|---|-------------|
| Project(s) Quizzes/Assignments | = | 20% |
| Tests/Midterm | = | 40% |
| Final Exam | = | 40% |
| | = | <u>100%</u> |

Everyone is expected to be present when tests are scheduled.

Students will be given a window of testing time and must take the test within that window. There are no make-up tests. If an emergency arises and you are unable to be present for a test, call your instructor immediately.

Assignments may not be accepted late. Tardiness of assignments, projects, papers, and exercises may result in a grade of zero (0). If you have a chance to turn them in early – use it!

**ATTENDANCE
POLICY:**

The student is responsible for punctual and regular attendance in all classes, laboratories, clinical, practica, internships, field trips, and other required class activities. The College does not grant excused absences; therefore, students are urged to reserve their absences for emergencies. When illness or other emergencies occur, the student is responsible for notifying instructors and completing missed work if approved for late submission by instructors.

The student is tardy if not in class at the time the class is scheduled to begin and is admitted to class at the discretion of the instructor.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student enrolling in and attending at least one course session remains enrolled until the student initiates a withdrawal.

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

Absences for Religious Holidays: Students who are absent from class in order to observe religious holidays are responsible for the content of any activities missed and for the completion of assignments occurring during the period of absence. Students who anticipate their observance of religious holidays will cause them to be absent from class and do not wish such absences to penalize their status in class should adhere to the following guidelines:

1. Observance of religious holidays resulting in three or fewer consecutive absences: Discuss the situation with the instructor and provide written notice at least one week prior to the absence(s). Develop (in writing) and instructor-approved plan which outlines the make up of activities and assignments.
2. Observances of religious holidays resulting in four or more consecutive absences: Discuss the situation with the instructor and provide the instructor with written notice within the first 10 days of the academic term. Develop an instructor-approved plan with outlines the make up of activities and assignments.

**CLASSROOM
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

CELLULAR PHONES AND PAGERS/BEEPERS: Cellular phones, pagers and beepers are not permitted to be turned on or used within the classroom. Use of these devices during classroom time will be considered a violation of the student code as it relates to “disruptive behavior.”

**CLASS/LAB
PROCEDURES:**

The Learning Center, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours.

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services by calling (864) 592-4818, toll-free 1-800-922-3679; via email through the SCC web site at www.sccsc.edu/resources/disabilities; or by visiting the office located in the East Building Room 30-B on the SCC Central campus. Contacting Student Disability Services early in the semester gives the College an opportunity to provide necessary support services and appropriate accommodations.

Inclement Weather Schedule:

- Check SCC Web Site: www.sccsc.edu
- Tune to **Channel-7** Local T.V. Station (CBS)
- Tune to an FM/AM Local radio station

Program Coordinator

Mr. Peter Stone
592-4694
stonep@sccsc.edu

Program Department Head

Mrs. Karen Ravan
592-4840
ravank@sccsc.edu

**COURSE OUTCOMES
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Summarize the foundation of marketing
 1. Define Marketing
 2. Describe each of the elements of the marketing mix
 3. Describe the importance of marketing planning and target marketing
 4. Summarize the evolution of the marketing concept
 5. Identify the importance of marketing to business and society

- II. Differentiate the elements of marketing planning
 1. Define Strategic Planning
 2. Contrast the elements of a SWOT Analysis
 3. Describe the elements of an internal environment analysis
 4. Describe the elements of an external environment analysis
 5. Review the use of the business portfolio management tools
 6. Identify variables used in segmentation
 7. Explain the concept of target marketing
 8. Classify products/brands by using positioning charts
 9. Compare the different types of marketing plan
 10. Distinguish the parts of a marketing plan
 11. Differentiate the steps used while conducting marketing research

- III. Describe the psychology of consumer behavior
 1. Identify the steps of the consumer decision-making process
 2. Describe internal influences on the decision-making process
 3. Describe the situational influences on the decision-making process
 4. Summarize the social influences on the decision-making process

- IV. Describe the process of creating products
 1. Describe what are considered the layers of the product
 2. Review the classifications of products
 3. Summarize the types of innovations

4. Describe each of the step in the product development process
 5. Recognize the difference between the Adoption and Diffusion processes
- V. Summarize the process of managing products
 1. Recognize the different strategies for individual and multiple products
 2. Summarize the phases of the product life cycle
 3. Review the types of branding decisions
 4. Summarize packaging and labeling decisions
- VI. Compare services to tangible products
 1. Define services
 2. Compare the characteristics of services to the characteristics of products
 3. Identify the techniques used to measure service quality
- VII. Review the concepts of pricing products
 1. Describe the differences between monetary and non-monetary prices
 2. Summarize the types of pricing objectives
 3. Explain how demand influences pricing
 4. Define each of the types of costs that can affect prices
 5. Review break-even analysis
 6. Describe marginal analysis
 7. Review the types of pricing strategies and tactics used in retailing and business-to-business marketing
- VIII. Describe the elements involved in product distribution
 1. Describe each of the distribution channel members
 2. Summarize the types of distribution channels
 3. Explain the elements that make up physical distribution of products
- IX. Compare the elements that make up the promotional mix
 1. Define advertising
 2. Compare each of the types of sales promotional tools
 3. Summarize the use of public relations
 4. Describe the use of personal selling

- X. Analyze an international country as a marketing opportunity
 - 1. Breakdown an international country's elements and attributes to analyze as if it is a marketing/business opportunity