

SYLLABUS

Code: MRKT101

Title: Introduction to Marketing

Institute: Business & Social Sciences **Department:** Marketing

Course Description: The students will master the fundamentals of marketing and marketing theory. The students will study theories relevant to marketing and the business environment, marketing and the social environment, research, product strategies and development, distribution, promotion, and pricing.

Prerequisites: READ 092, READ 095 or passing score in reading on Basic Skills Test.

Corequisites: None

Prerequisites or Corequisites:

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

REQUIRED TEXTBOOK/MATERIALS:

MARKETING with CONNECT Access by C. Shane Hunt and John E. Mello; McGraw-Hill, 2015; **2ND EDITION ISBN#9781308196251 WITH CONNECT Access*****

If you are taking an online course, please check with instructor for online syllabus and/or addendum. The required materials may differ from what is listed above.

COURSE LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Understand the marketing process and the functions it accomplishes.
- Describe the major elements of the marketing process, including the influences of external factors on marketing, marketing planning and research, buyer behavior and market segmentation, product strategy, distribution strategy, promotional strategy, and pricing strategy.
- Understand the relationship among the major elements of the marketing process
- Recognize how the major elements of the marketing process apply to actual marketing concepts and situations.
- Explain how marketing principles relate to international marketing and nonprofit marketing.

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TESTING AND GRADING POLICY:

Tests, homework, completion of Connect assignments, attendance, and class participation are required. This course is divided into four units. Following each unit is an objective (multiple choice) test. All tests will be administered in class. Students must also meet the attendance requirements as outlined in this syllabus.

93 or >	=	A
90 - 92	=	A-
87 - 89	=	B+
83 - 86	=	B
80 - 82	=	B-
76 - 79	=	C
70 - 75	=	C
65 - 69	=	D
<65	=	F

Grade Breakdown:

Exams	4 exams total	50%
Connect Assignments (Including Learnsmart, Video, and Interactive assignments)		40%
Connect Simulation or Group Project		10%

Connect Assignments:

Each of the 16 chapters will include 1 assigned Learnsmart assignment. The total value for Connect Learnsmart assignments is 25% of your final grade. Each of the 16 chapters will also include 2 interactive assignments and 1 video assignment. The total value for interactive assignments is 10% of your final grade and video assignments are worth 5% of your final grade. There will also be a group project or simulation assignments through Connect worth 10% of your final grade.

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Attendance Requirements and Testing Policy:

Students are required to attend all classes; tests must be taken in class on the day and time they are scheduled. Absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of 0. With the instructor's permission, the student may be permitted to take a makeup examination.

Instructors may grant exceptions via **advance arrangements** or for medical, legal, personal or other bona fide reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class is not considered a valid absence.

Expressed in simple and absolute terms, cutting an exam will result in a grade of 0 unless the student has made advance arrangements or produces valid documentation for the absence.

It is crucial to attend each and every class. If you need to miss a class, you must contact your instructor prior to class time, although this will not remove the absence. Any student who misses 3 or more classes, or accrues more than 5 latenesses/leaving early will have their final grade lowered one grade level. (For example, from an A to an A-) It is the student's responsibility to obtain missed coursework. If a class is missed, all Connect assignments are still required to be completed by the assigned due date.

See your instructor's syllabus addendum for additional requirements and policies.

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COURSE CONTENT AND LECTURE SCHEDULE

Hunt and Mello; First Edition

Fifteen Lecture Schedule

Lecture	Date	Chapter	Title
1		1	Syllabus review Why Marketing Matters to You
2		2	Strategic Planning
3		3	The Global Environment
4		4	Exam 1 (Ch. 1-3) Consumer Behavior
5		5 6	Marketing Research Product Development
6		7	Segmentation, Targeting, and Positioning Exam 2 Review
7		8	Exam 2 (Ch. 4-7) Promotional Strategies
8		9 10	Supply Chain and Logistics Management Pricing
9		11	Retailing
10		12	Personal Selling
11		13	Digital and Social Media Marketing
12		14	Exam 3 (Ch. 8-13) Customer Relationship Management
13		15	Branding
14		16	Social Responsibility and Sustainability
15			Exam 4 (Ch. 14-16)

**Instructors may alter the lecture schedule to allow for field trips, videos, guest speakers, holidays, college closings, examinations, etc.

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ADDITIONAL DEPARTMENT POLICIES:

- If late, see instructor at the end of the lecture.
- If out for illness or travel, you must notify the instructor in advance.

Academic Integrity:

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code, Section V, "Academic Integrity Code" as found in the student handbook. The Marketing Department fully supports this regulation.

Incomplete (INC) Grade Criteria:

A grade of INC may be assigned for students who have been actively participating throughout the term and approach the end of the term without having completed all the course requirements satisfactorily. A student who receives a grade of INC may continue work to a date determined by the faculty member. If the student completes the work by the determined date, a change of grade will be submitted if appropriate. If the student does not complete the requirements by the established date, the grade will automatically be changed to F.

To be granted an INC, the student must meet the following criteria:

- No more than 2 absences
- Must have taken 3 of the 4 required examinations.
- Must file appropriate forms within the prescribed time
- The deadline will be established on the form.

Use of wireless phones and notebook/netbook computers (see also Guiding Principle Statement):

- Cell phones must be turned off or placed in a "silent" mode
- Cell phones usage during the lecture including conversations and text messaging is strictly prohibited. If an emergency call or text is received, the student must leave the lecture.
- Portable computers must be utilized for notes and academics. Prohibited activities include e-mailing, shopping, instant messaging, web surfing, and social networking.
- Remediation may consist of being asked to leave the lecture or surrendering your device to a table or desk where it can't be accessed.

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COLLEGE POLICIES:

For information regarding:

- Brookdale's Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK AND BCC CATALOG](#).

THE BROOKDALE COMMUNITY COLLEGE GUIDING PRINCIPLE STATEMENT

A learning centered environment is any area in or near our classrooms, labs, library, etc. used to promote one's education. Behavior within the learning environment is expected to be civil and responsible to promote an enriching educational opportunity which is the paramount objective of the college. Learning centered environments must remain free from distractions and disruptions that would infringe on the rights of others to be academically successful and productive in the learning environment. Such disruptions include the improper use of personal communications devices (such as cell phones, headphones, pagers, palm pilots, and laptops), loud or improper speech and tardiness. Mature and responsible behavior in manner and volume of speech is expected. Students are expected to arrive on time for class and remain until dismissed by the instructor. All students are required to maintain courteous behavior and civil standards which will promote a learning environment conducive to academic success.

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.