

**Principles of Marketing (MKTG 131)**

***COURSE DETAILS***

**Instructor:** Dr. Ayisha Sereni

**Email:** ASereni@ccp.edu

**Office Hours:** By appointment

**CRN:** 12037-100

**Format:** In-Person

**Time:** Mondays 6:30-9:35 PM

**Room (s**): Northeast Regional Center Room 258

**Semester:** Spring 2018

**Credit Hours:** 3-0-3

**Textbook:**  Foundations of Marketing by William M. Pride, 7th Edition

**Catalog Description:** By studying its role in society generally and specifically within business organizations, students learn the intricacies of marketing. They learn how marketing strategies are developed and implemented and how a product is priced, promoted, and distributed to influence consumers to buy it. They learn the uniqueness of consumers and organizational groups and how to develop successful marketing programs in domestic, international, and global settings to market particular products, services or ideas to those groups while remaining both ethically and socially responsible. **Pre/Co Requisite**: MNGT 121

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| **Learning Outcomes (LO):** | **Upon successful completion of the course the student will be able to:** |
| LO #1 | Apply marketing planning to corporate decision-making. |
| LO #2 | Evaluate and describe opportunities in a changing marketing environment. |
| LO #3 | Compare and contrast product management and new product development as related to the product life cycle. |
| LO #4 | Describe the marketing function of place, including development of channel systems, distributions and logistics. |
| LO #5 | Explain, orally or written, the four promotion methods that are available to marketers and how they are blended together. |
| LO #6 | Compare and contrast the many strategic dimensions of price. |

***IMPORTANT DATES***

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| **Refund Dates** |  |
| 50% Refund | 01/16 - 02/05 |

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| **Attendance, Grade and Withdrawal Dates** | |
| 20% Attendance Reporting | 02/06/2018 - 02/12/2018 |
| 50% Attendance Reporting | 03/13/2018 - 03/19/2018 |
| Final Grade Reporting | 04/30/2018 - 05/06/2018 |
| Expected Final Grade Post Date | 05/07/2018 |
| Last Day to Withdraw | 04/09/2018 |
| I Grade to F Grade Date | 06/14/2018 |

***COURSE SCHEDULE***

| **Dates** | **Learning Activities** | **Sequence of Topics** |
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| **WEEK 1**  January 22, 2018 | Introduction  Quote of the Day  Ice-breakers  Course Overview & Expectation Setting  Syllabus Quiz  Announce Homework that must be done in time for the January 29, 2018, class. | Part 1. Strategic Marketing and Its Environment   * Customer-Driven Strategic Marketing * Planning, Implementing, and Evaluating Marketing Strategies * The Marketing Environment, Social Responsibility, and Ethics |
| **WEEK 2**  January 29, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Announce Homework that must be done in time for the February 5, 2018, class. | Part 1 Continued |
| **WEEK 3**  February 5, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Announce Homework that must be done in time for the February 12, 2018, class. | Part 2. Marketing Research and Target Markets   * Marketing Research and Information Systems * Target Markets: Segmentation and Evaluation |
| **WEEK 4**  February 12, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Announce Homework that must be done in time for the February 19, 2018, class. | Part 2 Continued |
| **WEEK 5**  February 19, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Mid-term Review  Announce Homework that must be done in time for the February 26, 2018, class. | Part 3. Customer Behavior and E-Marketing   * Consumer Buying Behavior * Business Markets and Buying Behavior * Reaching Global Markets * Digital Marketing and Social Networking |
| **WEEK 6**  February 26, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Mid-term Exam  Announce Homework that must be done in time for the March 12, 2018, class. | Part 3 Continued |
| **WEEK 7**  **March 5-11** | Spring Break – Enjoy! |  |
| **WEEK 8**  March 12, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Announce Homework that must be done in time for the March 19, 2018, class. | Part 4. Product and Price Decisions   * Product, Branding, and Packaging Concepts * Developing and Managing Goods and Services * Pricing Concepts and Management |
| **WEEK 9**  March 19, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Announce Homework that must be done in time for the March 26, 2018, class. | Part 4 Continued |
| **WEEK 10**  March 26, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Announce Homework that must be done in time for the April 2, 2018 class. | Part 5. Distribution Decisions   * Marketing Channels and Supply-Chain Management * Retailing, Direct Marketing, and Wholesaling |
| **WEEK 11**  April 2, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Announce Homework that must be done in time for the April 9, 2018, class. | Part 5 Continued |
| **WEEK 12**  April 9, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities  Announce Homework that must be done in time for the April 16, 2018, class. | Part 6. Promotion Decisions   * Integrated Marketing Communications * Advertising and Public Relations * Personal Selling and Sales Promotion |
| **WEEK 13**  April 16, 2018 | Quote of the Day  Current Event  Lecture / Videos  Flipped Classroom Activities | Part 6 Continued |
| **WEEK 14**  April 23, 2018 | Review for Final Exam and course Debrief |  |
| **WEEK 15**  April 30 - May 3 | Final Exam – details will follow. |  |

***GRADING CRITERIA***

**A = 90+ Points**

**B = 89-90 Points**

**C = 70-79 Points**

**D = 60-69 Points**

**F = 0-59 Points**

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| Learning Activity | Value |
| Syllabus Quiz | 10 Points |
| Flipped Classroom Homework and In-Class Participation (11 Total) | 55 Points |
| Mid-term Exam | 15 Points |
| Final Exam | 20 Points |
| Total | 100 Points |

***OFFICIAL POLICIES***

**Attendance Policy:**Community College of Philadelphia Official Policy requires instructors to take attendance. A student who misses four or more classes will be dropped. For each class missed past five classes, students will be dropped one letter grade - if it is after the deadline for withdrawal. Arriving to class late constitutes a ½ missed class. Regular attendance helps your class participation grade!

*Special Circumstances:* Students are encouraged to bring any special circumstances to the attention of the instructor; alternative arrangements may be considered to allow a student to make-up late or missed work.

*Makeup Policy:* Students may be provided extensions or offered a modification to the class schedule for missed class time or coursework; documentation is expected and is at the sole approval of the instructor.

**To Student Receiving Title IV Financial Aid Funds:** Effective Fall 2000, students who receive Title IV financial aid funds and who withdraw from ALL their classes before completion of 60% of the term, i.e., the 10th week (or its equivalent for summer terms) may be required to return all or a portion of their financial aid award. If it is determined that funds must be returned to the financial aid programs, students must make satisfactory payment arrangements within 45 days of notification or they become ineligible for further financial aid.

**Community College of Philadelphia's Early Alert Initiative**: The system positively intervenes in Community College of Philadelphia's students' academic paths early and appropriately by effectively communicating current performance and supplying information beneficial to academic success. Faculty members have the opportunity to complete Early Alert reports at 20% and 50% reporting periods during the semester. Students will be assessed on the following items: attendance, punctuality, meeting assignment deadlines, classroom behavior, classroom participation and other factors pivotal to student success. Should you receive an Early Alert letter, you should follow up on the suggested intervention strategy as soon as possible.

**Classroom Conduct**: It is expected that students will conduct themselves according to the guidelines found in the CCP College Policies and Procedures Article IV, 5. *(Retrieved from College website:* http://www.ccp.edu/site/prospective/orientation/orientation\_faq.php)

**Academic Honesty:** Except when permitted by your instructor, all work is expected to reflect an individual effort. Attribution should be given when appropriate. All students are expected to understand what constitutes cheating and plagiarism as described in College Policies and Procedures Memorandum #3 (P&P #3). If a violation of P&P#3 is found or suspected, a formal judicial process will be conducted to investigate the violation and the consequences will range from an F for the assignment to an F for the course. ***Plagiarism, cheating or any other form of Academic Dishonesty will result in the immediate withdrawal from the class and a report will be filed with Academic Affairs.***

**Center on Disability:** Students who believe they may need an accommodation based on the impact of a disability should contact me privately to discuss their accommodation form and specific needs as soon as possible, but preferably within the first week of class. If you need to request reasonable accommodations, but do not have an accommodation form, please contact the Center on Disability, room BG-39, phone number 215-751-8050. ***Students who are registered with the Center on Disability must inform the instructor by the end of the first week of classes if special accommodations are requested.***

**College Closing Policy**

The number for the cancellation of evening or weekend classes is #2238. Radio station KYW-AM 1060 will announce the College’s closing number. You are encouraged to sign up for “e2 Campus” which is an emergency notification system. Go to the MyCCP Home page to sign up for the notification system.



***The instructor reserves the right to change the syllabus at any time. Students will be notified of any changes.***