**Community College of Philadelphia**

**Marketing and Management Department Winter 2018 Online Course**

**Course Title:** Marketing 131 – Principles of Marketing

# Instructor Information

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*Office Hours:* Tuesdays and Thursdays (8:30-9:30 am; 11:30 am-1:30 pm) in Room C2-9 (Center for Business and Industry)

*Office:* B2-3 (Bonnell Building) – meeting by appointment

**Required Text:** *Contemporary Marketing*, by Boone & Kurtz, 15thEdition

# Course 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.*

(FromCCP web site: http://www.ccp.edu/site/academic/catalog/courses/marketing\_courses.php#mktg131)

# Student Learning Outcomes

1. Apply marketing strategy planning to corporate decision-making.
2. Evaluate and describe opportunities in a changing marketing environment.
3. Compare and contrast product management and new product development as related to the product life cycle.
4. Describe the marketing function of place, including development of channel systems, distribution, and logistics.
5. Explain orally or written, the four promotion methods that are available to marketers and how they are blended together.
6. Compare and contrast the many strategic dimensions of price.

# Course Goals

1. Develop understanding and competency in use of marketing terminology.
2. Demonstrate understanding of course concepts through active participation in forum discussions.
3. Relate course concepts to the workplace and to current events in weekly assignments.

# Course Outline

*Week One*

Course Overview

Chapter One: *Marketing: The Art and Science of Satisfying Customers*

*Week Two*

Chapter Two: *Strategic Planning in Contemporary Marketing*

*Week Three*

Chapter Three: *The Marketing Environment, Ethics, and Social Responsibility*

*Week Four*

Chapter Four: *E-Business: Managing the Customer Experience*

*Week Five*

Chapter Five: *Consumer Behavior*

*Week Six*

Chapter Six: *Business-to-Business (B2B) Marketing*

Chapter Seven*: Global Marketing*

*Week Seven*

Review and Mid-Term Exam

*Week Eight*

Chapter Eight: *Marketing Research and Sales Forecasting*

*Week Nine*

Chapter Nine*: Marketing Segmentation, Targeting, and Positioning*

Chapter Ten*: Relationship Marketing and Customer Relationship Management (CRM)*

*Week Ten*

Chapter Eleven: *Product and Service Strategies*

Chapter Twelve: *Developing and Managing Brand and Product Categories*

*Week Eleven*

Chapter Thirteen: *Marketing Channels and Supply Chain Management*

Chapter Fourteen: *Retailers, Wholesalers, and Direct Marketers*

*Week Twelve*

Chapter Fifteen: *Integrated Marketing Communications*

*Week Thirteen*

Chapter Sixteen: *Advertising and Public Relations*

Chapter Seventeen: *Personal Selling and Sales Promotion*

*Week Fourteen*

Chapter Eighteen: *Pricing Concepts*

Chapter Nineteen: *Pricing Strategies*

*Week Fifteen*

Review and Final Exam

# Final Grade Computation

* Mid-Term Exam: 100 maximum points
* Final Exam: 100 maximum points
* Weekly Assignments: 140 maximum points
* Forum Participation: 70 maximum points

The maximum points you can earn from completing the above work is 425.

Your final grade will be based on the total number of points you earn:

* 1. 369-410
	2. 328-368
	3. 287-327
	4. 246-286

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# Policies

*Attendance:* You are expected to log into the course each week and do the weekly assignments.

*Assignments:* No late work will be accepted without documentation of illness or special circumstance. Please use proper English, and not Internet slang, in preparing all assignments.

*My Practices:* I will be checking for messages once a day (Monday-Friday) and once on the weekend. My policy is to grade and return assignments and tests within a week of the assignment deadline. I make an effort to respond to your emails within 24 hours. If you do not receive an acknowledgement from me, please contact me again.

*Pacing Yourself:* This course covers a large amount of material. I strongly encourage you to pace yourself every week so that the work is manageable and so that you can benefit from the experience.

*Grading Assignments and Forum Participation*: Each assignment and forum message will be graded based on accuracy, quality, and the degree that it shows understanding of the course material. You will be expected to submit at least one original forum message and respond substantively to someone else's message each week. The week runs from Monday to Sunday so please sign on early in the week so that we can have a lengthy and worthwhile discussion. I will be regularly monitoring forums and giving feedback, when necessary, about the quality of the messages.

**Technical Requirements**

Students are required to use software that will enable them to participate in this online course.

# Technical Support

If you need help in using the online software, you can consult the "Help" button at the bottom of your screen or call the Office of Distance Education (215-751-8415).

# Policies

*Academic Honesty*

Students are expected to understand and comply with CCP’s code of conduct regarding academic honesty. Students are encouraged to review the section on plagiarism and cheating in the *Student Handbook*.

*To Students 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.

*Center on Disability*

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.