



BAKER COLLEGE OF CLINTON TOWNSHIP MKT 111B - SYLLABUS

Principles of Marketing

Course Section: 03620 FALL 2013 Credit Hours: 04

COURSE DESCRIPTION:

Examines the essentials of an introductory course that can be either a survey course or a prerequisite to more advanced marketing studies. Study includes product identification, positioning and pricing strategies, consumer need identification and making the connection between consumer needs and product advertising, basic distribution strategies, and some of the decision-making tools at the disposal of the marketing manager. This course is recommended as a first course for marketing majors.

PREREQUISITE(S) / CO-REQUISITE(S):

None

TEXTBOOK(S):

TITLE: ebook MKT 111 ALL ACCESS PASS
AUTHOR: FLAT WORLD
PUBLISHER: FLAT WORLD

EDITION/YEAR: 1
ISBN: 978-1-4533-4702-7

INSTRUCTOR INFORMATION

INSTRUCTOR: MARIAN METY
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POLICIES

NOTE:

Baker College is committed to provide an educational environment that allows you the opportunity to obtain your academic goals. However, the College expects students to conduct themselves in a manner that reflects its mission, purposes, ideals, and values.

All students are required to read, understand, and comply with the policies and responsibilities stated in the Student Handbook section of the Catalog. Furthermore, students will respect the rights of others and will treat fellow students, faculty, and staff with good manners and respect. Please refer to the Student Handbook section of the Catalog for further details. To access the Student Handbook and campus specific information please visit the following Web site: www.baker.edu/policies/.

CREDIT HOUR DEFINITION:

Baker College defines a credit hour as the amount of work represented by intended learning outcomes consisting of not less than thirty clock hours. In terms of student expectations, for each credit hour a student can expect a minimum of ten hours of direct in-class instruction and twenty hours of outside-of-class activities. This distribution may vary for courses with laboratory, internship, externship, clinical and practicum requirements where a combination of direct instruction, academic assignments, lab work, fieldwork, observation, and/or clinical practice is included.

ATTENDANCE:

Attendance is necessary for your success in this course. Attendance will be taken within the first thirty minutes of class.

If you arrive late to class, it is your responsibility to notify the instructor that you are present. You will be administratively withdrawn for excessive absenteeism if any of the following criteria are met:

1. You are absent the first week of the course.
2. You are absent for two consecutive weeks.
3. You are absent for more than 40% of the course.
4. Your instructor determines that your absenteeism is excessive and unjustified.

Course Reinstatement for Excessive Absenteeism:

The student initiates the application process for course reinstatement through the SOLAR/STAR system. The request for course reinstatement can only be requested once per course, per quarter. The instructor reviews the application and makes a decision to approve or deny the request for course reinstatement. The reinstatement process and the assessment of your work must be completed prior to submission of final grades. If the request is approved, the instructor will generate an academic plan of action.

Automotive and Diesel Students Only:

You must be in attendance 85% of the class/lab time for all auto and diesel courses. If you do not meet this requirement, you will be withdrawn or given an "F" for the class. You will be required to sign in and out of both lecture and lab and will be allowed to only make up one lab session.

WITHDRAWALS:

If you stop attending class without formally withdrawing, you may receive an "F" for the course. Any withdrawal may impact your eligibility for competitive entry programs and your academic standing. There are additional consequences for failing or withdrawing from a developmental education course. Please contact the Academic Office if you find it necessary to stop attending this quarter. Withdrawal from a course may not reduce your financial obligation. Please refer to the Student Handbook section of the Catalog for further details.

EXTRA CREDIT:

No extra credit is available per Baker College policy.

HONOR CODE:

Academic honesty, integrity, and ethics are required of all members of the Baker College community. Academic integrity and acting honorably are essential parts of professionalism that continue well beyond courses at Baker College. They are the foundation for ethical behavior in the workplace. There are four possible consequences for violating Baker College's Honor Code:

1. Failure of the assignment
2. Failure of the course
3. Expulsion from the College
4. Rescinding a certificate or degree

PLAGIARISM DETECTION SERVICE:

Baker College utilizes plagiarism detection services and has the authority to submit any papers or assignments to such services to determine authenticity. Some assignments may need to be submitted electronically for this purpose.

COPYRIGHT POLICIES:

TEACH Act Doctrine: The materials found in this course are only for the use of students enrolled in this course for purposes associated with this course and may not be retained or further disseminated. Fair Use Doctrine: Materials used in connection with this course may be subject to copyright protection. Information regarding the TEACH Act and Fair Use Doctrines can be found on the Baker College Web site: www.baker.edu/policies/.

SOCIAL NETWORKING:

Course information of any kind (materials, pictures, events, etc.), including information from clinical and work sites, cannot be shared or discussed on any social network or electronic account outside of those required by the instructor for class participation. Violation of this policy could result in expulsion from the College.

TUTORING:

TUTORING: CONTINUED

A variety of options are available to support optimal learning at Baker College. Services are available to all registered students, whether a student is struggling with a course or is doing well, but wants to do better. Online tutoring is offered for some courses, and both peer and professional tutoring may be available. To obtain current information on services available, check with the Learning Center on your campus.

SPECIAL NEEDS/DISABILITY SERVICES:

Baker College is committed to the implementation of regulations from Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 and the Americans with Disabilities Act Amendments Act of 2008, as they apply to persons with disabilities. Baker College recognizes that qualified students who have been diagnosed or identified as having a learning, physical, or emotional disability are entitled to reasonable accommodations. Baker College is committed to making every effort to providing reasonable accommodations. The Special Needs/Disability Services Coordinator and the student will work together to ensure appropriate accommodations. Information concerning the College's policies and procedures related to disability can be found in the Student Handbook and on the Baker College Web site: www.baker.edu/policies/.

INCOMPLETE GRADES:

Incompletes are only considered if a significant unavoidable problem occurs. In order to receive an "Incomplete" grade, the student:

1. Must request an incomplete grade before the end of the course.
2. Must have completed 80% of the total coursework and have a chance to pass the course.
3. Must be unable to complete the course requirements within the regular time frame due to significant, extenuating circumstances (documentation may be required).
4. Must complete an Incomplete Grade Contract with the instructor, with the due date no later than the last day of the following quarter. Permission from the dean may also be required.

If the coursework is not completed by the agreed upon due date, the final course grade will be based on the work that was completed by the end of the quarter in which the course was taken.

CHILDREN ON CAMPUS:

Children may come into the building rather than be left unattended in a vehicle, while a parent/guardian conducts college business, drops off an assignment, etc. Children may not accompany students who are on campus to study, conduct library research, or participate in other class-related activities. Children may not be left unattended anywhere on campus especially in the Student Center or Library. Children are not allowed to use College resources including computers and printers.

ELECTRONIC DEVICES:

Please keep all electronic devices (cell phones, PDAs, etc.) in an inaudible mode while in the classroom.

FOOD AND DRINK:

Please use care in keeping facilities and equipment clean and orderly. Food and beverages can only be consumed in the Student Center, with the exception of bottled water with a securable lid being allowed in some classrooms. It is your responsibility to know and adhere to the rules in place for food and beverage consumption on this campus.

TOBACCO USE:

Tobacco use is not allowed on the campus. Students may only smoke in their vehicles. There are penalties for anyone found to be in violation of the tobacco use policy. It is your responsibility to know and adhere to the rules in place for tobacco use on this campus.

GRADING SCALE:

This standard grading scale is used in all courses except for Health Science programs and related courses (further details below).

Standard Grading Scale

- A = 93-100%
- A- = 90-92%
- B+ = 87-89%
- B = 83-86%

GRADING SCALE: CONTINUED

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|----|----------|
| B- | = 80-82% |
| C+ | = 77-79% |
| C | = 73-76% |
| C- | = 70-72% |
| D+ | = 67-69% |
| D | = 63-66% |
| D- | = 60-62% |
| F | = 0-59% |

Courses under the following prefixes will use the Health Sciences Grading Scale: CCP, CDS, CHI, DAS, DHY, DMS, ECT, EMS, ES, ESM, HIT, HN, HSC, HT, HUC, MED, MIS, MLT, NUR, OCC, OTA, OP, OPT, PHT, PTA, PST, PN, RDT, RAD, RHS, RSC, SPT, STC, MSG, VAS, and VET.

The following pre-requisite courses will also use the Health Sciences Grading Scale: SCI100F, SCI101C, SCI102C, SCI111, SCI211, SCI220A, SCI271A, SCI311.

Health Sciences Grading Scale

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|----|-----------|
| A | = 94-100% |
| A- | = 91-93% |
| B+ | = 89-90% |
| B | = 87-88% |
| B- | = 84-86% |
| C+ | = 81-83% |
| C | = 78-80% |
| C- | = 75-77% |
| D+ | = 72-74% |
| D | = 69-71% |
| D- | = 65-68% |
| F | = 0-64% |

GRADE DEFINITIONS:

A = Outstanding Achievement: The student demonstrates exceptional mastery of the content. An "A" is an exceptional grade indicating distinctly superior performance. The student demonstrates unusually sharp insight regarding the content, and every aspect of performance is exemplary.

B = Commendable Achievement: The student demonstrates above average mastery of the content. A "B" is an above average grade indicating achievement of a high order. The student has exceeded the stated requirements. The student demonstrates commendable insight regarding the content, and overall performance is above average.

C = Acceptable Achievement: The student demonstrates average mastery of the content. A "C" is an average grade indicating that a student has performed satisfactorily in all aspects of their work. The student has adequately met the stated requirements. The student demonstrates acceptable insight regarding the content, and overall performance is average.

D = Marginal Achievement: The student demonstrates below average mastery of the content. A "D" is a below average grade indicating that a student has marginally met the stated requirements. The student demonstrates minimal insight regarding content, and the overall performance is marginal.

F = Failing: The student demonstrates little or no mastery of the content. An "F" is a failing grade indicating that a student has not met the stated requirements. The student demonstrates insufficient insight regarding content, and overall performance is not worthy of credit.

Note: A plus (+) or minus (-) indicates performance at the higher or lower end of the grade range. Certain programs or courses may have a higher standard for "Acceptable Achievement."

SYLLABUS DISCLAIMER:

The following Instructor Requirements for this course are subject to change to better meet educational needs.

INSTRUCTOR REQUIREMENTS FOR THIS COURSE

COURSE REQUIREMENTS AND GRADING (EVALUATION):

| ITEM | POINTS | PERCENT |
|----------------------------|---------|---------|
| Video Questions Assignment | 20.00 | 2.00 |
| Chapter Quizzes | 320.00 | 32.00 |
| Marketing Project Part 1 | 100.00 | 10.00 |
| Marketing Project Part 2 | 100.00 | 10.00 |
| Marketing Project Part 3 | 200.00 | 20.00 |
| Marketing Project Part 4 | 200.00 | 20.00 |
| Presentation | 60.00 | 6.00 |
| TOTALS | 1000.00 | 100.00 |

TENTATIVE CALENDAR:

WEEK 01 2013/09/29 - 2013/10/05

| DUE | ASSIGNMENT |
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| 10/32013 | Introduction to Course Syllabus and Class Policy Review Chapter 1 - What is Marketing? Video Questions Assignment |

WEEK 02 2013/10/06 - 2013/10/12

| DUE | ASSIGNMENT |
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| 10/10/2013 | Chapter 2 - Strategic Planning Chapter 3 - Consumer Behavior: How People Make Buying Decisions Quiz on Chapter 1 (Open Notes) |

WEEK 03 2013/10/13 - 2013/10/19

| DUE | ASSIGNMENT |
|------------|--|
| 10/17/2013 | Chapter 4 - Business Buying Behavior Chapter 5 - Market Segmenting, Targeting, and Positioning Quiz on Chapters 2,3 (Open Notes) Written Assignment Due: Marketing Project - Part 1 |

WEEK 04 2013/10/20 - 2013/10/26

| DUE | ASSIGNMENT |
|------------|--|
| 10/24/2013 | Chapter 6 - Creating Offerings Chapter 7 - Developing and Managing Offerings Quiz on Chapters 4,5 (Open Notes) |

WEEK 05 2013/10/27 - 2013/11/02

| DUE | ASSIGNMENT |
|------------|---|
| 10/31/2013 | Chapter 8 - Using Marketing Channels to Create Value for Customers Chapter 9 - Using Supply Chains to Create Value for Customers Quiz on Chapters 6,7 Open Notes) Written Assignment Due: Marketing Project Part 2 |

WEEK 06 2013/11/03 - 2013/11/09

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| DUE | ASSIGNMENT |
| 11/7/2013 | Chapter 10 - Gathering and Using Information: Marketing Research and Market Intelligence Chapter 11 - Integrated Marketing Communications and the Changing Media Landscape Quiz on Chapters 8,9 (Open Notes) |

WEEK 07 2013/11/10 - 2013/11/16

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| DUE | ASSIGNMENT |
| 11/14/2013 | Chapter 12 - Public Relations, Social Media, and Sponsorships Chapter 13 - Professional Selling Quiz on Chapters 10, 11 (Open Notes) Written Assignment Due: Marketing Project Part 3 |

WEEK 08 2013/11/17 - 2013/11/23

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| DUE | ASSIGNMENT |
| 11/21/2013 | Chapter 14 - Customer Satisfaction, Loyalty, and Empowerment Chapter 15 - Price, the Only Revenue Generator Quiz on Chapters 12, 13 (Open Notes) |

WEEK 09 2013/12/01 - 2013/12/07

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| DUE | ASSIGNMENT |
| 12/5/2013 | Chapter 16 - The Marketing Plan Quiz on Chapters 14, 15 (Open Notes) Written Assignment Due: Marketing Project - Part 4 Presentations |

WEEK 10 2013/12/08 - 2013/12/14

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| DUE | ASSIGNMENT |
| 12/12/2013 | Quiz on Chapter 16 (Open Notes) Presentations |

CLASS EXPECTATIONS:

You have a chance to learn, test your knowledge, prepare for your career, and make a positive difference in the world. With each opportunity comes expectations, self-discipline, and perhaps even some sacrifice / growing pains as you encounter concepts and learning styles that may be new to you. As a student in my classroom, you are expected to adhere to a professionalism policy just as you would in the workplace. Be ready when class begins: have your books, supplies and data storage ready. Do not expect your fellow students or instructor to loan these to you. Stay for the entire class period, ask questions, and participate in all classroom activities. It will amaze you that others have much to offer in your learning experience. Keep your stress level low and be prepared so that your homework is turned in on time and meets all instructor and syllabus requirements. You can only do as well in the class as your efforts show.

PARTICIPATION:

Regular course participation is an essential part of each course at Baker College. Participation can take the form of small or large group discussion, role-play, individual assignments, or group work as assigned by the instructor. Research shows that active engagement by students with the course material enhances retention, so plan to participate regularly in the class to help yourself learn the material better. Failure to participate regularly will impact your grade.

HOMEWORK:

Completion of regular homework is expected in this course. While not all homework will be graded, it is expected that you will do the homework in order to better prepare for each class session and to ensure that you can ask relevant questions and contribute to the discussion of the day. All homework is to be the original work of the student. All assignments must be posted on Blackboard by their due date as indicated on the syllabus.

BAKER STUDENT SUCCESS PHILOSOPHY:

BAKER STUDENT SUCCESS PHILOSOPHY: CONTINUED

The Baker Student Success Philosophy will not apply to this course. No assignment, once graded, can be re-submitted.

LATE ASSIGNMENT POLICY:

All late work, regardless of the reason, will be given 75% of the possible points, if returned within seven days of the due date. No credit will be given for late work that is turned in after seven days. Being absent does not remove your responsibility to turn in work on time, especially since it must be posted on Blackboard.

MAKE-UP WORK/EXAMS:

Students must complete all exams/quizzes by the scheduled deadline. Make-up exams are permitted only with documentation regarding a situation which prohibited the student from taking the exam on the assigned date. All make-up exams must be scheduled with the instructor and completed before the next scheduled class session or the student will earn a zero for that exam.

FINAL EXAM:

There is no final exam for this class; the capstone project for this class is the dominant portion of your final grade.

RETURN OF STUDENT WORK:

I will endeavor to return projects, tests, quizzes, etc to you during the next class period. After the quarter ends, any assignments, quizzes, etc. in my possession will be kept until the start of the next quarter. Keep all assignments returned to you as proof of submission and keep copies of what you submit as a back up of your work.

UNANTICIPATED ABSENCE:

Contact me as soon as possible if an emergency situation prevents your attendance in class. Let me know if you will be absent so that you are not dropped from the class. If I am unable to attend class or am running late, the Academic Office will post a sign on the door regarding that class meeting.

OTHER REQUIREMENTS:

A four-part marketing plan is due during the quarter on assigned dates. All parts must be submitted on Blackboard on the assigned dates. All of the rubrics are located on Blackboard for your review. We will also discuss the project requirements in class.

Updated: 2013/09/26 For: CLINTON TOWNSHIP CAMPUS