

MKT 210 – PRINCIPLES OF MARKETING (3 credits)

Texts

Required

- 1) Grewal, Dhruv and Levy, Michael (2009). *Marketing*. McGraw Hill.

Note: This text is required for all marketing courses.

- 2) Grewal, Dhruv and Levy, Michael (2009). *Connect*

Note: This IS NOT a text - these are access codes to online portal of the text. There is an access code to the online portal of the text.

Course Description

MKT 210 provides a comprehensive, innovative, managerial, and practical introduction to marketing. The goal of MKT 210 is to introduce students to the world of modern marketing in an enjoyable and practical way. The course is designed for both marketing majors and non-marketing majors. Students will learn about and apply basic concepts and practices of modern marketing as they are used in a wide variety of settings.

Course Themes

Technological advances, rapid globalization, economic shifts and cultural and environmental developments are causing profound changes in the marketplace. As the marketplace changes, so must the marketers who serve it. These new developments signify a brand new world of opportunities for forward-thinking marketers. In response to these new developments, Principles of Marketing will focus on four major powerful themes that go to the heart of modern marketing theory and practice:

1. Building and managing profitable customer relationships;
2. Building and managing strong brands;
3. Harnessing new marketing technologies in this digital age; and
4. Marketing in a socially responsible way around the globe.

Learning Objectives

After completing this 14 week course, students should be able to discuss, demonstrate and apply basic concepts and practices of modern marketing. This is a process that will evolve over the semester. Together with your classmates and the professor, your journey toward understanding principles of marketing will involve:

- Learning a current definition of marketing, and demonstrating an understanding of the basic nature of the discipline of marketing;
- Describing the difference between marketing as an organizational philosophy that guides the entire organization toward sensing, serving, and satisfying consumer needs and marketing as a managerial function;
- Demonstrating an understanding that marketing is equally applicable to services and goods, and across profit-making and not-for-profit organizations in a global environment;
- Discussing the importance of socially responsible and ethical marketing;
- Identifying the role of consumer behavior and research in marketing;
- Applying marketing's segmentation, targeting, and positioning approach to strategy;
- Applying the marketing mix, as a basic toolkit of the marketer;
- Recognizing the various careers available to marketing majors;
- Building interpersonal communication skills through teamwork and in-class activities; and
- Enhancing verbal and written communication skills via individual and team assignments.

Communication between Students and the Professor

Every student is expected to access their Suffolk University email account. Regardless of your email preference, your professor will communicate with you via your Suffolk account. Please make the appropriate modifications to your preferred account if applicable (e.g., forward your Suffolk mail to your preferred account).

Every student is expected to know how to manage and work with the Blackboard program.

Attendance (REQUIRED)

As is the case in most businesses, attendance and promptness are expected. Coming to class late or leaving early is not an acceptable behavior (i.e., is rude and unprofessional). Students are expected to attend each class. Each student is allowed two unexcused absences without penalty. Each additional unexcused absence will be penalized as follows: one grade down for each additional absence. For example, if you had earned a final grade of B but had 1 unexcused absence beyond the 2 allowed, your grade would be lowered to a B-; if you have 3 beyond the 2 allowed, your final grade of B would be lowered to a C.

In rare instances, students may have to miss a class for a valid, university-sanctioned reason. In general, an absence is considered official when: (a) the student is participating in an approved field trip or other official Suffolk University activity; (b) the absence is confirmed under doctor's orders; or (c) the student is granted a leave of absence from Suffolk for reasonable cause by an academic dean. Students are required to show OFFICIAL documentation indicating a university-sanctioned reason for absence or tardiness. Tardiness and absence due to work-related responsibilities are not excused absences.

Tardiness, Leaving Class Early and Returning (UNACCEPTABLE)

Arriving late for class, leaving class early, or leaving during class and returning is rude and unprofessional behavior. Consistent violations will be penalized as follows: first offense=no penalty, each subsequent offense will result in a 2-point subtraction from the final grade. Five or more violations will result in a failing grade for the course.

Cell phones and other electronic devices

Please make sure wireless phones, PDAs, MP3s, Blackberry clones, pagers and other electronic devices are turned off during class. If a student chooses to use the devices during class, the professor reserves the right to confiscate the device and/or ask the student to leave the class.

The use of electronic language translator devices during class, other than quizzes or exams, is permitted. Please consult the professor for use during a quiz or exam.

Academic dishonesty (Cheating)

Any student found guilty of cheating will receive an "F" for the course and will be reported to the appropriate academic authority for further disciplinary action. Cheating comes in any form including, but not limited to, copying another student's exam or homework assignments, plagiarism, and using Internet material without proper referencing. If you are not clear as to what constitutes plagiarism please consult the professor for clarification.

Late assignments (NOT ACCEPTED)

Assignments are due in class at the beginning of class at the specified due date. Assignments are late if they are not ready to hand in at the beginning of class. There is NO PROVISION for late work on any assignment. It is strongly suggested that you plan and schedule your work early (and not wait until the last minute). It is also recommended having a backup system in place (e.g., email a copy of the assignment to yourself). Excuses like "I was in the lab right before class and I couldn't print" or "I sent it to the professor's email and it was lost in cyberspace" ARE NOT ACCEPTED. Late submissions are not accepted. Partial credit will not be given for late work. Please ask your classmates if there was an assignment. It is not the Professor's duty to send reminders about specific due dates.

Written work

All assignments must be typed. Handwritten assignments will not be accepted unless it is specified by the professor. The format and the guidelines will be specified by the professor or they will be found on the Blackboard.

Creativity with the format

As in all Businesses, when you finish University you will be required to make presentations and write concise Business reports with Illustrations, Figures and Visual examples to support your ideas. This is essential in Marketing. Therefore, INDENTATION, GRAPHS, FIGURES AND COLOR are required in Marketing and in any MKT210 assignment.

Grading policies for Written assignments

All assignments are graded based on the Course Evaluation section of this syllabus. Students can expect quizzes and written homework assignments to be graded and returned within one week. There may be situations when additional time is needed for your professor to make detailed comments.

Teaching Evaluations

Every MKT-210 student is required to complete the end-of-semester teaching evaluation form provided by the Registrar. This helps Suffolk and the instructor to identify opportunities in order to improve the Course. Remember that each questionnaire is anonymous.

YOUR PERFORMANCE

Preparing for Class

It is important to be prepared for each class session. This means that you have completed the assigned readings and/or assignments and have thoughtfully and critically thought about the concepts and issues contained within the readings and assignments. This course is not one in which students will be passive note-takers. You are expected to contribute meaningfully to each session by engaging in class discussions, generating intelligent questions, and being prepared.

Exams

Two exams plus a final exam are required in the course. Each exam will consist of applied multiple-choice questions and essay questions. The exam questions will be primarily based on the assigned readings, class discussions, and homework assignments.

In-Class Activities and Discussion Assignments

To assist in your understanding of marketing issues, you are encouraged to meaningfully contribute to in-class discussions. In addition to participation in class discussions, participation and interaction with other students will be a major component of class instruction.

Throughout the semester in-class activities will take place. These activities will be based on students' interests, current events, and classroom dynamics. As previously mentioned, you are expected to come to class prepared (i.e., completed the reading and other assignments). You must attend class to receive credit for the in-class activities.

The chart below provides a basic evaluation framework for daily class participation. Disruptive behavior will negatively affect your participation score.

Evaluation	Worth	Performance Requirement
✓+	100 points	Demonstration of superior skills in preparation and analysis of material with proper terminology
✓	90 points	Active participation in class discussion
✓-	80 points	Adequate participation
-	70 points	Inadequate participation, does not pay attention to class discussion
0	0 points	Student absent, no learning occurring

Assignments in Connect

We will use the online portal, Connect, for homework assignments in the form of video cases and toolkits. These exercises reinforce concepts in the reading. Details for getting started with Connect are posted in Blackboard. The specific assignments are provided in the schedule.

GRADING

Exams (3 @ 15%)	45%
Written cases and assignments	20%
Team project	25%
In-class activities and Discussion	10%

For all MKT-210 Assignments and Final Semester grade		Suffolk University Grading System	
Honor grades		Honor grades	
95-100	A	A	4.0
90-94	A-	A-	3.7
87-89	B+	B+	3.3
84-86	B	B	3.0
Satisfactory performance		Satisfactory performance	
80-83	B-	B-	2.7
77-79	C+	C+	2.3
74-75	C	C	2.0
Passing but Unsatisfactory		Passing but Unsatisfactory	
70-73	C-	C-	1.7
67-69	D+	D+	1.3
64-66	D	D	1.0
60-63	D-	D-	0.7
Failing		Failing	
0-59	F	F	0.0

Weekly schedule for MKT 210

This schedule may change due to class dynamics or unforeseen events (e.g., class cancellations). Any schedule changes will be posted to Blackboard and/or discussed in-class.

MODULE 1: Weeks 1-4

Marketing Foundations: Marketing Concept and the Marketing Function

Reading & Discussion Assignments	Assignments in <i>Connect</i>
Introduction and overview of Connect	
Chapter 1: Overview of Marketing	Connect account must be set up by this class!!!!
Chapter 4: Analyzing the Marketing Environment	Video Case: McDonald's
Chapter 5: Consumer Behavior	
Chapter 5: Consumer Behavior	
Chapter 3: Marketing Ethics	Video Case: Newman's Own Organics

MODULE 2: Weeks 5-8

Marketing Decision Making

Reading & Discussion Assignments	Assignments in <i>Connect</i>
Chapter 2: Strategic Market Planning	Toolkit: SWOT Nike & Reebok
Chapter 7: Global Marketing	Video Case: Oreo Cookie
Exam 1: Chapters 1-5, 7	
Chapter 8: Segmentation, Targeting & Positioning	Toolkit: Positioning Map SUVs
Chapter 9: Marketing Research	Toolkit: CLV Part I
Chapter 9: Marketing Research	Team Project Workshop – Company Assignments and Getting Started

MODULE 3: Weeks 9-11**Creativity and Innovation: The key to marketing success in the 21st century**

Reading & Discussion Assignments	Assignments in <i>Connect</i>
Chapter 10: Product/Brand	Video Case: Frito-Lay
Chapter 11: Developing New Products	Video Case: Sara Lee
Chapter 12: Services Marketing	Case: Wegman's
Chapter 13: Pricing Concepts	Toolkit: Breakeven Analysis
Chapter 14: Strategic Pricing	Toolkit: Pricing Wi-Fi Phone
Chapter 14: Strategic Pricing	<i>Team Project: Rough Draft Due</i>
Exam 2: Chapters 8-14	

MODULE 4: Weeks 11-14**Communicating and Delivering the Marketing Value Proposition**

Reading & Discussion Assignments	Assignments in <i>Connect</i>
Chapter 15: Supply Chain Management Chapter 16: Retailing	Video Case: Supply at New Balance
Chapter 17: IMC	Toolkits: ROI
Chapter 18: Advertising & Sales Promo	Toolkits: Create an Ad Part I, II, & III
Chapter 19: Personal Selling	Video Case: Personal Selling
Final Project Due. Group Presentations	
Final Project Due. Group Presentations	
Final Exam: Chapters 15-19	