

## Course Information

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| Number:                         | MK116                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Name:                           | Principles of Marketing                                                                                                                                                                                                                                                                                                                                                                                                            |
| Description:                    | This course provides students with an introduction to the role of marketing and the process involved in developing a marketing mix for a new product. Topics covered include marketing functions, product development, channels of distribution, market segmentation, pricing policies, product life cycle, and promotional activities. Students will complete a project developing a product that incorporates the marketing mix. |
| Credit(s):                      | 3                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Offered (DAY schedule):         | Every semester                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Instructor Permission Required: | N                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Pre-Requisite(s):               |                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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### Course Objectives

After completing this course, students will be able to: Explain the importance of building customer relationships. Differentiate between consumer and business markets. Develop a marketing mix in relation to a new product. Create an effective brand identity for a new product. Conduct an environmental scan.



**Course:**

Mk116 Marketing

**Instructor:**

Dr. Ryan Wheaton

Assistant Professor of Management, Department of Business Administration

Room: 114

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**Course Description and Objectives:**

**MK116 Principles of Marketing**

**3 Credits**

This course provides students with an introduction to the role of marketing and the process involved in developing a marketing mix for a new product. Topics covered include marketing functions, product development, channels of distribution, market segmentation, pricing policies, product life cycle, and promotional activities. Students will complete a project developing a product that incorporates the marketing mix.

After completing this course, students will be able to: Explain the importance of building customer relationships. Differentiate between consumer and business markets. Develop a marketing mix in relation to a new product. Create an effective brand identity for a new product. Conduct an environmental scan.

**The Role of the Thomas College Core Competencies:**

There are four “Competencies” that students at Thomas College will excel in by the time they graduate:

*Communication, Leadership and Service, Analytical Reasoning and Community & Interpersonal Relations.*

**Incorporation of E-Portfolio (From College Policy):**

E-Portfolios allow students an opportunity to store work they feel demonstrates their proficiency in the four Thomas College Core Competencies of Communication, Leadership and Service, Analytical Reasoning and Community & Interpersonal Relations.

Materials for your portfolio can come from class projects, extra-curricular and work experiences. For this course the student is required to place their term research project into their Thomas College E-Portfolio.

The E-Portfolios are set up on the Google Applications Portal on the Thomas College system.

**Textbook:**

Marketing 4LTR 11<sup>th</sup> edition

**Web Readings/Sites (As Assigned):**

See: Moodle

**Course Requirements:**

Daily readings, class participation, homework, examinations, a paper and a final exam serve as the skeletal structure. The percentage value for each component is as follows:

*In-class assignments are worth 35% of your grade*

*Homework assignments are worth 35% of your grade*

*Quizzes are worth 20% of your grade*

*Final Project 10% of your grade*

**Attendance, Homework and Classroom Involvement:**

You are expected to be at every class. Exceptions for extreme circumstances may only be granted on a case-by-case basis at the discretion of the instructor. **Should a student miss 6 classes or more, the instructor reserves the right to drop that student from the course.** Students will also be required to show evidence of placement of one artifact from this course into their E-Portfolio. For more information on E-Portfolio, see the Office of Career Services.

**Plagiarism and Cheating:**

The following policy mirrors the student and faculty handbooks:

Any form of cheating will not be tolerated. If a student is caught cheating or plagiarizing, an appropriate punishment will be administered. An appropriate punishment, as suggested by the Faculty Affairs Committee at Thomas College, ranges from a failing grade on the specific project to failure of the course. The student will be informed by the faculty member, both orally and in writing, within two weeks after the faculty member has made the decision.

A student who wishes to appeal the faculty member's decision may do so by giving written notification to the chairperson of the Academic Affairs Committee within 72 hours of written notice by the faculty member.

See the Thomas College Student Handbook for helpful guidelines to avoid plagiarism.

WHEN IN DOUBT, CITE YOUR SOURCE!

**Additional Information:**

**Assignments:**

Assignments and quizzes will be assigned on Monday (start of the week) and due on Sunday (end of current week).

**Late Work:**

Late work is not accepted, and zero grades are automatically assigned when work is not submitted by the due date. Please note that the assignments listed above allow for one or two missed assignments.

# **Thomas College. Beyond Education.**

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## **Course Syllabus**

MK 116 Principles of Marketing Fall 2018

Rick Saucier  
AD 113

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Office Hours: MWF 11:00-1:00, 2:00-3:00

### **Required Text:**

1. MKTG 12 ed by Lamb/Hair/McDaniel
2. Fortune Cookie Principle by Jiwa

### **Course Description**

This course provides students with an introduction to the role of marketing and the process involved in developing a marketing mix for a new product. Topics covered include marketing functions, product development, channels of distribution, market segmentation, pricing policies, product life cycle, and promotional activities.

### **Course Objectives:**

Upon completion of this course, students should be able to: (use Catalog objectives if available)

1. Explain the importance of building customer relationships
2. Differentiate between consumer and business markets
3. Develop a marketing mix in relation to a new product
4. Create an effective brand name, tagline, logo, and advertisement for a new product
5. Explain how technology has affected marketing
6. Discuss the significance of global marketing

### **Attendance:**

To realize the full potential of this course students are encouraged to attend all scheduled classes and participate in class activities. Students who miss a class are responsible for researching the missing information on their own.

Research studies clearly demonstrate that any electronics interfere with attention and learning. Therefore, please turn off all cell phones and lap tops before the start of class.

## Grade Distribution:

| Component           | Weight     |
|---------------------|------------|
| Quizzes             | 10%.       |
| Exams               | 20%        |
| Homework            | 10%        |
| Cases & Assignments | 40%        |
| Shark Tank! Project | <u>20%</u> |
|                     | 100%.      |

  

|             |                |
|-------------|----------------|
| A = 92      | C+ = 78-79     |
| A- = 90-91. | C = 72-77      |
| B+ = 88-89  | C- = 70-71     |
| B = 87-82   | D = 60-69      |
| B- = 80-81  | F = 59 or less |

**Cases:** Cases examine real life issues facing a business at a particular point in time. The goal is to apply marketing theories and concepts to a real world situation. We will discuss issues facing the organization and look for possible solutions. Students need to be prepared to discuss the case & turn in to me a response reflecting marketing issues present in the case, the criteria and/or models that you will use as a base for your strategies & your recommendations – actual actions that address the issues you defined & based on your criteria.

**Book Review:** To gain further insight into the field of marketing beyond your text, you will be expected to discuss the assigned book with your fellow classmates and turn in to me a short summary (2 – 3 pages) of three key marketing concepts you learned from the assigned book.

**Briefs:** You will be responsible to complete a briefing of real world application in the marketing field. The briefs can be based from relevant news stories. You will report back to the class what marketing related topics were illustrated and how the article deepens our understanding of the topic. Prepare discussion questions to ask the class about your article. You will also need to turn in a 1 page summary of your findings along with any attached material relating to the activity. Each student will be assigned a topic for their briefs.

**Homework:** Assignments due on class meeting days will be checked for completion at the beginning of class. If you have (in the Prof's eyes) made a reasonable attempt to complete the homework, you will receive full credit. Otherwise, you receive a zero for the assignment.

**Quizzes:** Consist of 10 multiple choice questions.

**Exams:** Two semester exams.

**Shark Tank!:** The objective of completing Shark Tank! is to create a product by applying marketing knowledge gained from the class. You are to prepare a pitch with the following guidelines:

1. Executive summary
2. Introduction of your product & the need you plan to serve
3. Marketing objectives
4. Your competitive advantage
5. Marketing opportunity analysis (SWOT)
6. Target market and positioning
7. Your marketing strategy – the 4P's
8. Summary
9. Appendix
10. References
11. Self-assessment

Progress reports are expected during the middle of the semester (dates will be assigned). An oral report of your findings will be due at the end of the semester. The completed written report is due by our finals class. You should turn in a report that is approximately 10 pages long. Be sure to include a cover page with the name of your company and product along with your name. You will be graded by following the proper format, use of grammar and punctuation (style), communicating ideas and concepts that are clearly understood by the reader, and by applying relevant marketing concepts to your strategies.

**Make-ups:** All semester make-ups will be scheduled for a date to be determined at the end of the semester.

#### **Late**

**Assignments:** An assignment is considered late if you turn it in after I collected them from the class. The 1<sup>st</sup> assignment handed in late will receive a 10% grade reduction. The 2<sup>nd</sup> late assignment will receive a 20% penalty; the 3<sup>rd</sup> late assignment will receive a 30% reduction, etc.

#### **Written Assignments Grading Criteria:**

All written assignments must be typed using a 12 pt. font, 1 ½ spacing, 1 inch margins, top & bottom, left & right.

D/F = Unacceptable - displays little understanding of the topic(s) covered.

C = Exhibits a basic knowledge of marketing concepts.

B = Demonstrates a full understanding of marketing theory and practice.

A = Demonstrates a mastery of how to communicate a complete understanding of marketing theory, knowledge, and practices and how to apply them in a logical, coherent, and appropriate framework.

Additional notes:

In addition to the grading rubric, students are forbidden to use the following words in their writing: **it** (including variations such as its, it's, itself), **there, this, thing** (and any version of a word containing thing, such as something, anything, etc.). The only exception is if you are quoting a source. Your paper will be graded no further than the point I encounter three of the above mentioned indefinite pronouns.

For every written assignment, students must complete a one paragraph essay describing what you learned from completing the assignment. Failure to do so will result in a 10% grade reduction.

Unless otherwise noted, all assignments should be written in 3<sup>rd</sup> person. Failure to do so will result in a 10% grade reduction.

Step into the role of a business consultant when working on your assignments. Write in 3<sup>rd</sup> person. Focus on analyses. Frame your points and arguments on facts, evidence, and the theories and concepts you're studying. Do not write "I think," "I believe," "I feel," "in my opinion," etc. These expressions indicate opinions not backed up by our semester studies.

### **Academic Honesty:**

Students are expected to do assigned work themselves, to write papers in their own words (extensive quoting suggests a failure to master the material), and to cite sources appropriately and accurately.

Taking credit for work not one's own is a serious offense. It can take several forms:

**Plagiarizing.** According to the 1999 *MLA Handbook*, "To use another person's ideas or expression in your writing without acknowledging the source is to plagiarize" (30). The *Handbook* continues, "Forms of plagiarism include the failure to give appropriate acknowledgement when repeating another's wording or particularly apt phrase, when paraphrasing another's argument, or when presenting another's line of reasoning" (30). A student's failure to properly cite and document sources may constitute plagiarism, even if there is no deliberate attempt or intent to misrepresent the work in question.

**Aiding and abetting plagiarism.** Permitting others to use your work.

**Recycling your own work.** Submitting, without permission, in one course work originally done for another.

**Cheating.** Copying from another student's exam paper; permitting others to copy one's work; bringing unauthorized material to exams; accepting or giving unauthorized assistance on coursework and/or assignments.

**Subbing.** Replacing another student, or asking another student to replace you, for the purpose of taking a quiz or exam.

**Altering.** Changing grades or marks on papers or exams; unauthorized use or alteration of college add/drop or other forms.

**Falsifying.** Falsification or fabrication of research results, quotations, facts, and/or references.

**Penalties**

First offenses of academic misconduct in the context of a course will be dealt with by the course's instructor. Instructors are expected to inform the Academic Affairs Office of any instance of alleged academic misconduct.

Once a faculty member has made a determination of academic misconduct, students will be informed as soon as reasonably possible of the offense and penalty in writing and may appeal in writing to the instructor within 72 hours. Penalties for the first offense may range from failing the particular assignment at issue to failing the course. A student normally will not be allowed to withdraw from a course to avoid the consequences of a finding of academic misconduct.

Should the student wish to appeal the instructor's finding of academic misconduct, he or she may file a written appeal with the department chair within one calendar week of the decision of the instructor. After consultation with the instructor and the student, the department chair may deny the appeal (in which case the decision of the faculty member stands) or accept the appeal and recommend an appropriate course of action. (If the faculty member in question is the department chair, the other department chair will function in his or her capacity during the appeals process. Should the alleged misconduct be reported in a Continuing Education Division or Graduate course, appeals would be referred to the Director for Graduate and Continuing Education).

Should the faculty member or the student wish to appeal the decision of the department chair (or that of the Director for Graduate and Continuing Education), that appeal should be made in writing to the Chief Academic Officer within one calendar week of the department chair's decision. The decision of the Chief Academic Officer is final.

Students who are reported to the Academic Affairs Office for an alleged second offense (or any alleged subsequent offense) will have their cases automatically referred to the Academic Affairs committee for review. In cases where the Chief Academic Officer has been involved in a formal appeal of the incident in question, he or she will be replaced on the committee by the Chief Student Affairs Officer. The Academic Affairs committee may choose to recommend an additional penalty to include academic disciplinary probation or dismissal.

Decisions of the Academic Affairs committee may be appealed to the Appeals Board within one calendar week of the decision of the Academic Affairs committee.

Appeals must be based on the basis of new evidence or when there is reason to believe that proper procedure has been violated, but may not be appealed solely on the basis of dissatisfaction with the sanction. There is no further appeal beyond the Appeals Board.

**Tentative Schedule**

|        |                                         |
|--------|-----------------------------------------|
| Week 1 | Introduction                            |
| Week 2 | Intro to Marketing                      |
| Week 3 | Marketing Plans & Marketing Environment |
| Week 4 | Marketing Environment                   |

Week 5          Segmenting & Targeting Markets  
**Exam #1**

Week 6          Product Concepts

**Columbus Weekend!!**

Week 7          Developing & Managing Products

Week 8          Developing & Managing Products

Week 9          Supply Chain Management

Week 10        Marketing Communications /Advertising

Week 11        Advertising

**Veteran's Weekend!!**

Week 12        Pricing  
**Exam #2**

**Thanksgiving Break!!**

Week 13        End of Semester Shark Tank presentations

Week 14        End of Semester Shark Tank presentations

**All course outline terms are subject to change at the instructor's discretion.**