

Principles of Marketing

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OVERVIEW

Students analyze the marketplace to identify customer wants and needs and develop effective strategies to satisfy them. Emphasis is placed on research, marketing environments, strategic planning, buyer behavior, evaluating key competitors, and the marketing functions of product or service planning, pricing, promotion and distribution. Prerequisites: CIS 095, ENG 085* &ENG 090*

COURSE OBJECTIVES

- Describe and apply contemporary marketing terms and concepts.
 - Explain the marketing environment and market research
 - Explain data mining and consumer behavior
- Develop brands and product categories for identified target market segments
 - Define a target market and apply 4 Ps
 - Discuss how brands attract certain target markets
- Create an effective marketing plan with multiple marketing channels, including relationship and integrated social marketing strategies
 - Create a product aligned with target market
 - Establish a price strategy aligned with target market
 - Develop a placement plan aligned with target market and considering ecommerce options
 - Design a promotion plan aligned with target market and consider social media marketing

REQUIRED ACCESS CODE WITH ETEXT OR OPTIONAL PRINTED TEXTBOOK:

Solomon, *Marketing: Real People, Real Choices, 9e*

Copyright Year: 2018, Publisher: *Prentice Hall PTR*

Go to our course orientation and follow instructions to register for our course in mylab to get your access to the etext and online course material

TIME COMMITMENT: (approximately 3-6 hours per week)

We have selected a textbook that is rich with online supplemental materials, and this should help keep the time commitment to only essential learning activities. Please carve out an absolute minimum of 6 hours for this class, and depending on how difficult you find it, you may find you need an additional time. This is especially important when considering the 7-week pace.

GRADING PROCEDURE

You can figure your grade at any point by taking the total amount of points that you have earned and dividing this number by the total amount of points possible at that point. Then plug this number into the Grading Scale listed below to determine your grade.

Activities: Tentative activities, which are subject to change:

Grading: Weight Based Grading System

MyMktLab Chapter Homework 50%

Principles of Marketing

MyMktLab Chapter Quizzes	20%
JetNet Chapter Activities	10%
Final Exam	10%
Course Project (Marketing Plan)	10%
	100%

Scale

Percentage	Grade
94-100	4.0
88-93	3.5
82-87	3.0
76-81	2.5
70-75	2.0
64-69	1.5
58-63	1.0
52-57	0.5
Below 52	0.0

TENTATIVE ACTIVITIES (activities will be completed in MyMktLab and JetNet both):

The list and descriptions below indicate the types of activities completed in our class. All of the course assignments and tests are posted inside the topic outline area of our course Web site in JetNet. In each of the chapters there are instructions to do work in both mymktlab and jetnet. The listing below indicates how many points you earn for each activity. Please note the accumulative percentage scores in MyMktLab will be inflated if you skip assignments, because a zero will not be recorded until the end of class. Review the Course Calendar in JetNet for specific due dates.

- **VIDEOS (MYMKTLAB) homework**
 - Watch the videos and then answer the questions at the end. These are ways of 'reading' the text, it's embedded into the videos. You have unlimited attempts until the due date and time.
- **SIMULATIONS (MYMKTLAB) homework**
 - Go through the simulations as many times as necessary to 'get it'. These are hands-on activities to gain an understanding of the chapter concepts. You have unlimited attempts until the due date and time.
- **CHAPTER QUIZZES (MYMKTLAB) quizzes**
 - Each chapter also has a test/quiz. The other assignments will help prepare for this test. You have unlimited attempts until the due date and time.
- **CHAPTER ASSIGNMENTS (JETNET) (25PTS)**
 - Each chapter will have a reflection of your learning. This must be done after you complete the mylab activities for the chapter and must demonstrate your learning with rationale, examples and explanations. These points are for your reflection of your learning. Your essay must be a minimum of 300 words, include some choices made in your mylab simulation along with explanations as to why you made those choices and what you learned from the exercise. In some assignments, there will be an extra question or point of reference to address.

- **FINALS (exam and course project) (100 PTS EACH):**
 - A final exam will have questions from each chapter, it will be open book, and notes. Not timed.
 - There will also be a course project...a Marketing Plan. I will begin providing details on this midway through the class.

PARTICIPATION and ATTENDANCE POLICY

Your success will depend greatly on your participation in class, time spent completing assignments, and time practicing on the computer. Attendance will be reported periodically to the Registrar's Office, and will be measured by your activity in the online learning environment. Students that do not show any work for 2 weeks will be dropped. Since we are not meeting in person your participation and attendance will be based upon your online conversations and work as well as our weekly Big Blue Button online meetings on Mon / Wed 9:00- 10:27 AM. This is our virtual classroom this semester.

For add/drop/withdraw dates, you may view the college calendar at:

<https://www.iccm.edu/academics/academic-calendar/>

GENERAL EDUCATION OUTCOMES AN ESSENTIAL COMPETENCIES

The Board of Trustees of Jackson College has determined that all JC graduates will develop or enhance certain skills and essential competencies while enrolled in the College. This course contributes to the achievement of essential competencies, specifically exhibiting technological literacy. More information about assessment can be found here:

<https://www.iccm.edu/assessmentofstudentlearning/>

DROP-IN COMPUTER LAB – NOT OPEN THIS SEMESTER

The open computer labs are located in William Atkinson Hall, Room 103 and within the IT Commons area. Please call for available times and locations (517) 796-8639. Please contact the extension centers directly for their open lab hours.

EXTRA HELP

Tutors (plus additional services for academic success) can be accessed by calling 796-8415 or by stopping by the Center for Student Success, Bert Walker Hall Room 123. Students requiring special assistance (including those affected by the Americans with Disabilities Act) should contact the Center for Student Success. This is the first step in acquiring the appropriate accommodations to facilitate your learning. **The LAB is closed this semester due to COVID-19 however there is help and I will be posting that in the classroom.**

STUDENT RESPONSIBILITIES

The student is responsible for the material covered in a missed class. Notify your instructor in advance if you are going to miss an exam and make arrangements to take that exam another time. Details on tests will be posted as the course progresses.

COLLABORATION

While JCC encourages students to collaborate in study groups, work teams, and with lab partners, each student should take responsibility for accurately representing his/her own contribution. **File sharing is NOT collaborating; it is cheating and violates the academic honesty policy!**

ACADEMIC HONESTY

Academic honesty is expected of all students. It is the ethical behavior that includes producing their own work and not representing others' work as their own, either by plagiarism, by cheating, or by helping others to do so. Please refer to the **Student Handbook** for **Student Rights and Responsibilities**.

Conversion to Online

During the scheduled class time, we will meet through Big Blue Button, but I will be available other times as necessary. You may contact me via JCC email and I will answer as soon as possible, at least within one business day. Also you have my cell number above – please feel free to contact me at that number 9-9 daily.