



COLLEGE OF BUSINESS

ACADEMIC SYLLABUS

MAR 2011 Section 1689
Principles of Marketing
Spring Term 2024 8WK2

INSTRUCTOR: July Llanes--Bonilla

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(For course related issues please email me through "MyCourses" system. This email address is for administrative purposes only)

WEBPAGE: <https://web.spcollege.edu/instructors/id/llanesbonilla.july/CLS/>

OFFICE HOURS: By Appointed Only

REQUIRED TEXTBOOK & OTHER RESOURCE INFORMATION:

- Armstrong/Kotler, *Marketing: An Introduction*, 14th Edition
- Access to high speed Internet.

MML Technical Support: 855-875-1797

Note: MML is integrated in "MyCourses" system. You **do not** need a Course ID or Course Number to register. You will be prompted for the Access Code the first time you attempt to do one of the assignments from the "MyCourses" system.

Library: <http://www.spcollege.edu/central/libonline/>.

COURSE DESCRIPTION:

This course covers the institutions and methods developed for carrying on trade operations, retail and wholesale agencies, elements of marketing efficiency, the cost of marketing, price maintenance, unfair competition, and the relationship of government to marketing. 47 contact hours.

MAJOR LEARNING OUTCOMES:

1. The student will gain an understanding of the marketing system and understand

the significance of marketing in the American capitalistic system.

2. The student will evaluate retail and wholesale agencies, the elements of marketing efficiency, the costs involved, and the part these ingredients play in the marketing system.
3. The student will gain an understanding of the relationship of government and the importance of this relationship in the overall marketing system.

CLASS SCHEDULE:

MODULE	TOPIC	GRADED ASSIGNMENTS
Module 1 Week 1	<p>DEFINING MARKETING AND THE MARKETING PROCESS</p> <p>CH 1 Marketing: Creating Customer Value and Engagement:</p> <ol style="list-style-type: none"> 1. Definition of marketing and steps in the marketing process 2. The marketplace 3. Marketing strategy 4. Customer relationship management 5. The marketing landscape <p>CH 2 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships:</p> <ol style="list-style-type: none"> 1. Company--wide strategic planning 2. Business portfolios 3. Strategic planning and customer value 4. Customer value--driven marketing strategy and mix 5. Marketing management functions 	<p>Module 1 – Discussion Forum (MyCourses)</p> <p>Simulation CH1 (MML) Quiz CH1 (MML)</p> <p>Simulation CH2 (MML) Quiz CH2 (MML)</p>

MODULE	TOPIC	GRADED ASSIGNMENTS
Module 2 Week 2	<p>UNDERSTANDING THE MARKETPLACE AND CUSTOMER VALUE</p> <p>CH 3 Analyzing the Marketing Environment:</p> <ol style="list-style-type: none"> 1. Environmental forces 2. Demographic and economic environments in marketing decisions 3. Trends in natural and technological environments 4. Key changes in political and cultural environments 5. Company reactions to marketing environment <p>CH 4 Managing Marketing Information:</p> <ol style="list-style-type: none"> 1. Importance of information 2. Defining marketing information systems 3. Steps in the marketing research process 4. Analysis and use of marketing information 5. Special issues in marketing research <p>CH 5 Understanding Consumer and Business Buyer Behavior:</p> <ol style="list-style-type: none"> 1. Consumer market 2. Stages in the buyer decision process 3. Adoption and diffusion process for new products 4. Business market 5. Steps in the business buying decision process 	<p>Module 2 – Discussion Forum (MyCourses)</p> <p>Simulation CH3 (MML) Quiz CH3 (MML)</p> <p>Simulation CH4 (MML) Quiz CH4 (MML)</p> <p>Simulation CH5 (MML) Quiz CH5 (MML)</p>
Module 3 Week 3	<p>DESIGNING A CUSTOMER VALUE--DRIVEN STRATEGY AND MIX</p> <p>CH 6 Customer value--driven Marketing Strategy:</p> <ol style="list-style-type: none"> 1. Steps in designing a value--driven marketing strategy 2. Major bases for segmenting consumer and business markets 3. Attractive market segments 4. Maximum competitive advantage 	<p>Module 3 – Discussion Forum (MyCourses)</p> <p>Simulation CH6 (MML) Quiz CH6 (MML)</p> <p>Simulation CH7 (MML) Quiz CH7 (MML)</p> <p>Simulation CH8 (MML) Quiz CH8 (MML)</p>

MODULE	TOPIC	GRADED ASSIGNMENTS
Module 3 Week 3 (cont.)	<p>CH 7 Products, Services, and Brands:</p> <ol style="list-style-type: none"> 1. Classification of products and services 2. Decisions regarding individual products and services 3. Characteristics that affect the marketing of services 4. Branding strategy <p>CH 8 Developing New Products:</p> <ol style="list-style-type: none"> 1. Find and develop new product ideas 2. Steps in the new product development 3. Stages of the product life cycle 4. Additional product issues 	
Module 4 Week 4	<p>DESIGNING A CUSTOMER VALUE--DRIVEN STRATEGY AND MIX (CONTINUATION)</p> <p>CH 9 Pricing: Understanding and Capturing Customer Value</p> <ol style="list-style-type: none"> 1. Pricing strategies 2. External and internal factors in pricing decisions 3. Strategies for pricing new products 4. Maximizing profits from the total product mix 5. Pricing adjustment 6. Key issues in price changes <p>CH 10 Marketing Channels: Delivering Customer Value:</p> <ol style="list-style-type: none"> 1. Definition of product 2. Classification of consumer products 3. Product item, product line, and product mix 4. Branding 5. Packaging and labeling 6. Global issues in branding and packaging 7. Product warranties 	<p>Module 4 – Discussion Forum (MyCourses)</p> <p>Simulation CH9 (MML) Quiz CH9 (MML)</p> <p>Simulation CH10 (MML) Quiz CH10 (MML)</p>

MODULE	TOPIC	GRADED ASSIGNMENTS
Module 5 Week 5	<p>DESIGNING A CUSTOMER VALUE--DRIVEN STRATEGY AND MIX (CONTINUATION)</p> <p>CH 11 Retailing and Wholesaling:</p> <ol style="list-style-type: none"> 1. Role of retailers in the distribution channel 2. Major retailer marketing 3. Trends and developments in retailing 4. Types of wholesalers and their marketing decisions <p>CH 12 Engaging Consumers and Communicating Customer Value:</p> <ol style="list-style-type: none"> 1. Promotion mix tools for communicating customer value 2. Communications landscape and integrated marketing communications 3. Developing and advertisement program 4. Public relations 	<p>Module 5 – Discussion Forum (MyCourses)</p> <p>Simulation CH11 (MML) Quiz CH11 (MML)</p> <p>Simulation CH12 (MML) Quiz CH12 (MML)</p>
Module 6 Week 6	<p>DESIGNING A CUSTOMER VALUE--DRIVEN STRATEGY AND MIX (CONTINUATION)</p> <p>CH 13 Personal Selling and Sales Promotions:</p> <ol style="list-style-type: none"> 1. Salespeople 2. Major sales force management steps 3. Personal selling process 4. Sales promotion campaigns <p>CH 14 Direct, Online, Social Media, and Mobile Marketing:</p> <ol style="list-style-type: none"> 1. Definition of direct and digital marketing 2. Major forms of direct and digital marketing 3. Marketing strategies for the Internet and digital age 4. Social media and mobile marketing to engage customers 5. Traditional direct marketing forms 	<p>Module 6 – Discussion Forum (MyCourses)</p> <p>Simulation CH13 (MML) Quiz CH13 (MML)</p> <p>Simulation CH14 (MML) Quiz CH14 (MML)</p>

MODULE	TOPIC	GRADED ASSIGNMENTS
Module 7 Week 7	EXTENDING MARKETING CH 15 The Global Marketplace: <ol style="list-style-type: none"> 1. International trade system 2. Key approaches to entering international markets 3. Marketing and mixes for international markets 4. Forms of international marketing organizations CH 16 Sustainable Marketing: <ol style="list-style-type: none"> 1. Definition of sustainable marketing 2. Major social criticism of marketing 3. Consumerism and environmentalism 4. Principles of sustainable marketing 5. Role of ethics in marketing 	Module 7 – Discussion Forum (MyCourses) Simulation CH15 (MML) Quiz CH15 (MML) Simulation CH16 (MML) Quiz CH16 (MML)
Module 8 Week 8 (Opens early)	Make sure there are no discrepancies in any of your grades. Also keep in mind that this is a short week ending on Wednesday at midnight EST.	Module 8 – Discussion Forum (MyCourses)

IMPORTANT DATES:

Course dates: 03/18/2024 – 05/10/2024

Last day to drop and receive a refund: 03/22/2024

Last day to withdraw and receive a grade of “W”: 04/23/2024

Academic calendar: <http://www.spcollege.edu/calendar/>

Financial Aid: <https://www.spcollege.edu/financial--aid>

COURSE SPECIFIC INFORMATION:

Marketing is a very progressing and exciting field, responsible for researching and satisfying customer needs. This course will introduce the marketing concepts and expose students to a variety of marketing issues.

Communication is key in this area of study. In this way, a structured way of thinking and processing information will be required.

The learning process can be very demanding, but at the same time it will be very rewarding. The marketing field is fascinating and will help you develop a new set of skills that will open the doors to a whole new world of opportunities.

ATTENDANCE:

The college--wide attendance policy is included in the Syllabus Addendum at: <http://www.spcollege.edu/addendum/>

Students classified as “No Show” for both of the first two weeks will be administratively withdrawn from the class.

For face to face classes “No Show” means not physically present in the classroom at the moment attendance is taken.

For blended classes “No Show” means not physically present in the classroom and/or never logged into “MyCourses”.

For online classes “No Show” means never logged into “MyCourses”.

Students who have not completed more than 40% of their assignments due (homework & chapter exams) at the 60% point will be considered as “not actively participating” in the class and may be administratively withdrawn with a grade of “WF”.

GRADING:

Grades will be earned in three parts, as follows:

Discussion Forums	30%
Chapter Simulations (multiple attempts, no time limit)----	30%
Quizzes (1 attempt, time limit)	40%
 Total percentage	 100.00%

A	90 -- 100%
B	80 -- 89%
C	70 -- 79%
D	60 – 69%
F	Less than 60%

ASSIGNMENTS:

It will be the students’ responsibility to complete their assignments on time and in an acceptable manner. **Late assignments will only be accepted after properly documented extreme extenuating circumstances at the instructor’s discretion.** Since the student has one week to do the assignments, he/she has to prove that due to extreme circumstances he/she could not do the assignment/s for a period of one week. There are **absolutely no exemptions** to this rule. Due to their interactive nature, the Discussion Forums cannot be extended.

Please note that technical problems with MML (lab) or MyCourses **do not** justify extensions unless there is a **reported** issue with their systems. Their systems would have to be reported down by either the publisher or the college for a minimum of 3 hours in a single day or 8 hours in a week for an extension to be considered. This policy does not

apply if the downtime had been properly informed to the students with at least one week in advance.

This course has been designed to provide students with plenty of opportunities to achieve any desired grade. On this light, and to be fair and consistent with all students, the instructor does not offer extra credit on this class.

Please pay attention to the instructions for every assignment such as due date, time allowed (if that is the case), maximum attempts, etc. The instructions will be displayed in in “MyCourses” or MML.

The assignments for each module are due on Sunday at midnight before the next module starts on Monday the next day. Each module corresponds to a week of class, except for the last module (module 8) which, is a short week ending on the last day of class, Wednesday at midnight EST. You will find the date each module starts under their corresponding tab.

All assignments are subject to the College’s “Academic Honesty Policy”. Please get familiar with it.

STUDENTS’ AND INSTRUCTOR’S EXPECTATIONS:

Online /Student Conduct

<http://www.spcollege.edu/ecampus/help/conduct.htm>

Online Student, Faculty and Staff Expectations and Performance Targets

<http://www.spcollege.edu/ecampus/help/expectations.htm>

Academic Honesty Policy

<http://www.spcollege.edu/AcademicHonesty/>

STUDENT SURVEY OF INSTRUCTION:

The student survey of instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

SYLLABUS CHANGES:

Will be posted in “MyCourses” and announced to all students.

SYLLABUS ADDENDUM:

Please make sure you read the information in the addendum.

<http://www.spcollege.edu/addendum/>

STUDENT ASSISTANCE PROGRAM:

As an SPC student it's vital that you know Titans Care. You can access resources through SPC's Student Assistance Program (SAP)

<https://mycoursesupport.spcollege.edu/student--assistance--program>), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more. It is SPC's belief that supporting mental wellness is everyone's charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1--800--273--8255.