

CATAWBA COLLEGE
SCHOOL OF EVENING AND GRADUATE STUDIES
MKT 2501– PRINCIPLES OF MARKETING
SPRING 2014 BLOCK 5

I: General Information

Day, Time, & Location: Hybrid Format: Online plus 6-9:45 PM Tuesdays as indicated
Levine Technology Building Room 4124
The class will meet face to face on Jan 14, Feb 25, Mar 25, & Apr 22

Instructor: Jeffrey J. Bowe, MBA

Contact Information: 704-202-1720; jjbowe@catawba.edu

Office Hours: Call for appointment. I am on campus several hours per week, or we can meet at a mutually convenient location. Appointments can also be held by telephone or Skype.

II: Course Description & Rationale

A study of the marketing environment; marketing, planning, and information; market segmentation; buyer behavior; strategies for product distribution, promotion, and pricing; societal issues, service, nonprofit and international marketing. Prerequisites: None

Rationale: This course satisfies core requirements of the BBA.

III. Required Textbook and Other Materials

Required Text:

Kurtz, D. L. (2012). *Contemporary Marketing, 15E*. Mason, OH: South-Western, Cengage Learning. ISBN: 9781111221782

Bullock, R. & Weinberg, F. (2011). *The Little Seagull Handbook*. W.W. Norton and Company. ISBN-10: 0393911519 | ISBN-13: 978-0393911510

Strunk, W. & White, E.B. (2000). *The Elements of Style, Fourth Edition*. Needham Heights, MA: Pearson. ISBN-10: 0205313426 | ISBN-13: 978-0205313426

Microsoft Word and PowerPoint (or another presentation software such as Prezi) will be required for your marketing plan. PowerPoint can be purchased as a student version through the bookstore, or is available on all computers on campus. Prezi is a free online tool.

IV: Course Overview and Learning Outcomes

- Define marketing and explain its place in today's global economy.
- Identify the universal functions of marketing in organizational success.
- Apply Porter's Five Forces model and SWOT as business analysis tools.
- Define target market and apply market segmentation variables.
- Define and apply the marketing mix variables.
- Explain the growth in ethical marketing and social responsibility.
- Define competitive strategy.
- Develop a marketing plan.
- Define consumer behavior and the role of psychology in marketing.
- Define brand, branding, and brand development.
- Explain the product life cycle.
- Compare and contrast B2C and B2B marketing.
- Explain the relationships between channel power and overall marketing strategy.
- Define and describe the elements in integrated marketing communications.
- Compare and contrast the tools available to achieve promotional goals.
- Define and identify the sales function.
- Explain how new technologies can assist marketing in achieving organizational objectives.

V: Course Delivery, Assignments, and Assessment

- 1) Course is taught by lecture, class discussion, online discussions, and case studies.
- 2) The course uses Blackboard for discussion of cases which needs to be checked at least three times a week for announcements and updates to assignments. Discussion forums are an integral part of this class.
- 3) Assessment Types:
 - a. Online discussion will center on the cases in the textbook. Each student is expected to make substantial contributions to the case study discussions. This will require, at a minimum, a thorough and analytical reading of the cases. Discussion points are earned based on your contribution to these case discussions—not participating or participating without contributing to the discussion will result in no points earned for that discussion. See the rubric for the timing of posting your initial discussion post and the required reply posts to other students.
 - b. Classroom discussions will focus on your course long project and specific cases.
 - c. A comprehensive final exam will be given through Blackboard. You will have 4 days to complete the exam.
 - d. Grading Rubric for Online Case Discussions

ONLINE CASE STUDY DISCUSSIONS	MAX POSSIBLE	ADD'L CRITERIA
Requirements <ul style="list-style-type: none"> • Writer addressed all objectives and questions of the assignment. • Writer stayed focused on the topic, and shows clear evidence of thorough research. • 	9	All questions are answered—1 point for each element of a question not answered
Critical Thinking <ul style="list-style-type: none"> • Writer uses critical thinking and analytical skills. • Writer addresses assignment using insights and new applications. • Writer interprets how new knowledge is useful to his/her learning. 	9	Analysis and recommendations must use analysis and not simple reporting of facts and details
Mechanics <ul style="list-style-type: none"> • Grammar • Spelling • Word choice • Punctuation • Sentence structure • Length requirement (when applicable) • APA citations and references 	4	More than 3 errors results in 1 point for every error; length requirement (where applicable) is minus 1 point per 25 words short; APA citations are 1 point for placement and accuracy.
Timeliness <ul style="list-style-type: none"> • Initial post is due by 11:45PM on day 7 of the workshop. • A minimum of two (2) reply posts to other students are due by 11:45PM on the last day of the workshop 	3	One point for initial post; one for each of two minimum reply posts. Points are not earned for posting after the end of the module
TOTAL	25	

Note: For cases that are 50 or 75 points, this rubric will be multiplied by a factor of 2 or 3 respectively.

- 4) You will write a marketing plan for the Catawba College adult program at CPCC. As a capstone project, this will involve many of the chapters and concepts from the text. A SWOT analysis would be a very good element to include in your analysis. You will identify and scale the target market. Both entities are not for profits, so that must be taken into account in your discussion (or will it--is that a relevant factor?). There is competition in the market (who is the competition and why), and the market is changing (how is it changing). You will need to identify the primary competition in the market for degree completion, and their competitive advantages (if any) as well as the competitive advantage of Catawba College. You will need to discuss the target market, and what elements or issues in the target market make it unique, and how the two colleges involved should respond in both pricing and advertising and marketing. You will recommend a course of action that includes, at a minimum, suggested advertising and marketing themes, recommended media for advertising including frequency, a high level budget, and growth goals including, if applicable, additional program offerings. Your advertising and marketing campaign must include at least three (3) specific mediums to use in communicating to the target market. You must include why those mediums are a fit and any unique or special elements of the overall message based on that specific medium. You will assume that the goals of the program are to be the primary and preferred supplier in the Charlotte market for degree completion for students with Associates' Degrees, not necessarily from CPCC although CPCC is the primary target market.

In your paper and your presentation, you must link the textbook with your analysis of the business. You must apply at least three tools and/or concepts from the textbook in your analysis and recommendations. Merely descriptive papers and presentations will not be acceptable. There is a sample marketing plan in the book. It is highly suggested that you start on this project immediately, and there are graded milestones throughout the course.

Your paper must be at least 2500 words, not including title page, executive summary, references, or appendices. A good report includes an executive summary, a logical sequence of topics with ample use of headings and subheadings to "guide the reader" through the analysis, easy to follow charts and graphs, clearly stated assumptions, and a final set of recommendations with summary quantitative support if appropriate. Make sure you start and end strong. Poor report organization and/or writing can defeat a good analysis, so spend significant time on this part of the assignment.

You will present a PowerPoint or equivalent presentation of 10 slides and each slide will appear for 60 seconds—using the automatic timing functions of PowerPoint. This provides a total presentation of 10 minutes—this will be timed by the instructor and all slides must be shown and discussed. You will then have at least five minutes of questions from the class and instructor.

Just as in the business world, the final project cannot be turned in late.

Milestone #1: A detailed outline.

You will create a detailed outline of your paper. This is not a simple listing of the headings from a sample marketing plan online or in the textbook. You will need at least three bullet points per section indicating what will be discussed and/or analyzed in that section about the specific case. The purpose of the milestones is to receive to improve the final project. If you do not submit the milestone, you will not receive feedback which may prove very beneficial to the overall project. The milestone is graded pass/fail. If you do not turn it in on time, you do not earn the points.

Milestone #2: Opening Paragraphs.

You will submit opening paragraphs for each major topic of the outline. The opening paragraph of each section provides a starting point for that section. Major topics are those topics identified by the large Roman numerals—or as indicated during feedback on your outline. It is very possible that your outline may require more sections than you listed and if so the revised outline will drive this milestone. The purpose of the milestones is to receive to improve the final project. If you do not submit the milestone, you will not receive feedback which may prove very beneficial to the overall project. The milestone is graded pass/fail. If you do not turn it in on time, you do not earn the points.

MARKETING PLAN PAPERS GRADING RUBRIC	MAX POSSIBLE	ADD'L CRITERIA
Requirements <ul style="list-style-type: none"> • Writer addressed all objectives and included all components and questions of the assignment. • Writer stayed focused on the topic, shows clear evidence of thorough research. 	25	All of the sections of outline are addressed in the appropriate detail
Critical Thinking <ul style="list-style-type: none"> • Writer presents a thesis for the problem and demonstrates proper analysis of the problem and background. • Writer uses critical thinking and analytical skills. • Writer addresses assignment using appropriate insights and tools. • Writer interprets how new knowledge is useful to his/her learning. 	35	Analysis and recommendations must use analysis and not simple reporting of facts and details
Mechanics <ul style="list-style-type: none"> • Grammar • Spelling • Word choice • Punctuation • Sentence structure • Headings and subheadings • Length requirement was met (2500 words minimum) 	25	More than 2 errors per page results in 1 point deduction for every 2 errors (rounded up); length requirement is minus 1 point per 100 words short
Recommendations <ul style="list-style-type: none"> • Plan of action contains proper level of detail • Plan of action is consistent with concepts of the course. 	25	
APA Formatting (Prentice Hall Reference Guide) <ul style="list-style-type: none"> • Title page • Proper in-text citations • Reference page • Proper margins and double spaced • Font size and consistency 	10	Two points per element
Milestones Submitted On Time	10 and 20	Pass/Fail for On Time
TOTAL	150	

MARKETING PLAN POWERPOINT AND PRESENTATION GRADING RUBRIC				
Points	1-5	4-6	7-9	10
Organization	Audience cannot understand presentation because there is no sequence of information.	Audience has difficulty following presentation because student jumps around.	Student presents information in logical sequence which audience can follow.	Student presents information in logical, interesting sequence which audience can follow.
Content Knowledge	Student does not have grasp of information; student cannot answer questions about subject.	Student is uncomfortable with information and is able to answer only rudimentary questions.	Student is at ease with expected answers to all questions, but fails to elaborate.	Student demonstrates full knowledge (more than required) by answering all class questions with explanations and elaboration.
	Student uses superfluous graphics or no graphics	Student occasionally uses graphics that rarely support text and presentation.	Student's graphics relate to text and presentation.	Student's graphics explain and reinforce screen text and presentation.
Mechanics	Presentation has four or more spelling errors and/or grammatical errors.	Presentation has three misspellings and/or grammatical errors.	Presentation has no more than two misspellings and/or grammatical errors.	Presentation has no misspellings or grammatical errors.
Delivery	Student mumbles, incorrectly pronounces terms, and speaks too quietly for students in the back of class to hear, no eye contact.	Student's voice is low. Student incorrectly pronounces terms. Audience members have difficulty hearing presentation. Low eye contact with mostly reading report.	Student's voice is clear. Student pronounces most words correctly. Most audience members can hear presentation. Frequent note referencing interrupts eye contact.	Student uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear and understand presentation. Maintains eye contact.

VI: Grades, Weights & Scale

Weights:

In Class Discussion	=	125 points
Module Discussions	=	550 points
Marketing Plan Project	=	200 points
Final Examination	=	125 points

The end-of-course evaluation is an open-book take home timed exam. It is designed to take approximately 2.0 hours and assesses the student's ability to identify problems and issues and select appropriate theories and frameworks to address them. The test will focus on identifying and applying concepts from the course.

Scale:

A	= 100-93 %	A-	= 92-90%		
B+	= 90-88%	B	= 87-82%	B-	= 81-80%
C+	= 79-78 %	C	= 77-72%	C-	= 71-70%
D+	= 69-68 %	D	= 67-62%	D-	= 61-60%
F	< 60%				

It is said that 90% of success is showing up. In this class, like business, that is not true. You start each discussion at 0% of contribution points until you demonstrate that you have mastered the topic and concepts in depth and with the requisite knowledge that is required to translate the concepts into application.

There are several case studies in this course. It is highly recommended that you do additional research on each case, both by name and by topic, to contribute in the expected depth and breadth for each case. Breadth means understanding the issue involved, for example, a case involving retailing will require an understanding the retail cycle and retailers acquire merchandise, which may require additional research into those topics.

The grade you receive for the course is intended to certify your demonstrated understanding of and mastery of the concepts and tools from the course. Your grade is not a reflection of your worth as an individual; it probably reflects the amount of time and effort you have been able to devote to the assignments. Smart people may have priorities other than getting a high grade in this course, and that is their prerogative.

VII: Academic Integrity and the Catawba College Student

Honor Code

"As a member of the Catawba College community, I will practice academic honesty, communicate truthfully, and show respect for the rights and property of others. I will also encourage others in the community to behave honorably."

Academic Dishonesty

“Academic dishonesty includes, but is not limited to, cheating, plagiarism, and lying about academic work. A student who submits the work of others, whether in whole or in part, without proper acknowledgement or permission, or who has falsified information within his own work, is in violation of the Honor Code, and is therefore subject to appropriate sanctions resulting from such a violation.”

VIII: Attendance Policy:

Class attendance and discussion forum participation is required. As a hybrid class, attendance is different from a normal face to face class. Think of coming to class meetings as coming to a management meeting where you are expected to provide input on problems and issues based on your experience and background, and think of discussion forums as a remote management discussion held using technology.

Attending an online forum discussion means posting a minimum of one post during the two week period starting on Tuesday and ending the second Monday at 11:45pm. If no post is made during the two week period in the module for that period, the student is considered absent for that two week period. ***Because attendance spans a two week period, there are very few allowable excused absences for online work.*** All work must be turned in and will be graded as late if submitted after the due date. Posting a required discussion after the due date will result in a 10% per week grade penalty.

Two absences will result in a one letter grade deduction from the final grade. Catawba professors retain the right to fail any student who is absent from 25% of class sessions. *This policy is in the college catalog.* For this course, missing more than 2.25 classes (e.g., 2 online sessions plus 90 minutes of class time) can result in a grade of “F”. A student who misses a class bears personal responsibility for completing any material or assignment presented during missed classes (see *The Catawba Catalog* for details.) The grade letter penalty for missing two classes is a straight deduction after the earned points are calculated. Missing one face to face class and on online module is considered two absences.

For face to face classes, students are expected to arrive to class on time, and be attentive and an asset to the learning process. Class discussion and presentation points cannot be made up if a face to face class is not attended.

Furthermore, each student is personally responsible for checking **CATAWBA email** (not Yahoo, AOL, Hotmail, gmail, or any other email) and visiting Blackboard at least three times a week for changes and updates to assignments.

Examples of an absence that will usually be Excused:

- Serious illness or injury requiring you to seek medical care and miss work for more than seven (7) days of the module. If you are well enough to go to work, you are well enough to come to class and post your online work.

- Serious illness/injury of a direct family member (child, parent, sibling) which would cause the caregiver to be unable to attend work or attend school as applicable for more than seven (7) days of the module.
- Funeral of a direct family member (child or step child, parent, sibling)
- Military duty

Examples of an absence that will NOT be excused for online work:

- Weddings including your own
- Protests, charity and fund-raising events, social or competitive events
- Work and/or business trips
- Internet connectivity problems

Note: due to the two week nature of each online session, it will be very difficult to justify an excused absence. An excused absence will result in an extended due date set by the professor.

IX: Missed and Late Assignment Policy:

Late permission must never be assumed. Students are **required** to contact me **before** due dates if you have a reason for missing an assignment. Do NOT procrastinate. Requests are granted at the discretion of the instructor and partial credit or full credit will be given at the discretion of the instructor. However, you should never assume that late permission will be granted.

Discussion posts have set timelines in the rubric. Because they are to be a discussion, it is very unlikely that an extension will be granted unless requested more than 5 days before the due date.

X: Electronic Device Policy

Cell phone use in class is prohibited. This includes voice, text, video, email and data. Inappropriate (other than note-taking or class assigned research) use of a laptop, desktop or other electronic computing devices during class will result in the student's being asked to leave the room. An absence will be recorded for that day's class and the student will not be readmitted to class until he or she has met individually with the professor.

XI: Papers and APA Writing Requirements

This is a business course. Aside from all normal guidelines on plagiarism and academic dishonesty, all writing is to be submitted according to APA guidelines. There are numerous web resources on APA style writing including citations, reference pages, and the proper and acceptable use of source material. One of the best online resources is the Purdue Online Writing Lab which can be accessed at <http://owl.english.purdue.edu/owl/section/2/10/>.

You are responsible for complying with APA format. For many adult learners, this may be the first time you will be exposed to this standard. As a business program, APA is the only acceptable format for academic writing. While feedback will be given on APA format, it is your responsibility to become familiar with it outside of the classroom.

XII: Course Content & Calendar

This schedule is subject to revision and change. Additional assignments, including readings, research, and papers, may be made during the course. Each student is responsible for any announcement or assignment made in class. The points per exercise are noted by each element.

Jan 14	Class Meeting, Introduction, Discussion of Chapter 1
	Discussion: What is Marketing? (25)
Module 1 Jan 14 to Jan 27	Chapter 1 Marketing: The Art and Science of Satisfying Customers Chapter 2 Strategic Planning in Contemporary Marketing Chapter 9 Market Segmentation, Targeting, and Positioning
	Discussion: Market Segmentation (25)
	Discussion: Porter's Five Forces (25)
Module 2 Jan 28 to Feb 10	Chapter 11 Product and Service Strategies Chapter 12 Developing and Managing Brand and Product Categories
	Discussion: Company SWOT Analysis (25)
	Discussion: Branding (25)
Module 3 Feb 11 to Feb 24	Chapter 8 Marketing Research and Sales Forecasting Chapter 5 Consumer Behavior Chapter 13 Marketing Channels and Supply Chain Management
	Discussion: Consumer Behavior in Consumer Markets (25)
	Discussion: Market Research (50)
Feb 24	Milestone: Detailed Marketing Plan Outline Due (10)
Feb 25	Class Meeting; Marketing Plans
	Case Discussion: Maine Media Brand and Product Management (25)
	Case Discussion: Preserve Products (25)
Module 4 Feb 25 to Mar 10	Chapter 14 Retailers, Wholesalers, and Direct Marketers Chapter 6 Business to Business (B2B) Marketing
	Discussion: B2B Ethics at Work (25)
	Discussion: B2B Small Biz v. Big Biz (50)

Module 5 Mar 11 to Mar 24	Chapter 3 The Marketing Environment, Ethics, and Social Responsibility Chapter 16 Advertising and Public Relations
	Discussion: Advertising and Public Relations (25)
	Discussion: Ethics and Marketing—Sex and Sexual Imagery (50)
Mar 24	Milestone: Opening Paragraphs Due (20)
Mar 25	Class Meeting: Marketing Strategies
	Case Discussion: Retailing—Flight 001 (25)
	Case and Topic Discussion: Magazine Advertising (25)
Module 6 Mar 25 to Apr 7	Chapter 17 Personal Selling and Sales Promotion Chapter 15 Integrated Marketing Communications
	Discussion: Sales and Sales Management (50)
	Discussion: Integrated Marketing Communications (75)
Module 7 Apr 8 to Apr 21	Chapter 7 Global Marketing Chapter 4 E-Business: Managing the Customer Experience Chapter 10 Relationship Marketing and Customer Relationship Management (CRM)
	Discussion: E-Business on the Internet (25)
	Discussion: Customer Relationship Management (25)
April 21	Written Marketing Plans Due (120)
April 22	Marketing Plan Presentations (50)
Module 8 Apr 22 to May 5	Chapter 18 Price Concepts Chapter 19 Pricing Strategies
	Discussion: Cost as an Input to Price (25)
	Discussion: New Product Pricing Strategy (25)
May 3 to May 6	Final Exam (125)

Note: Business is a brutal sport with brutal consequences for lack of preparation. So is this course. You may need to read each chapter multiple times to grasp the concepts required to demonstrate mastery throughout the course.