

**BOROUGH OF MANHATTAN COMMUNITY COLLEGE**  
The City University of New York

**Department of Business Management**

**Title of Course: Introduction to Marketing (MAR 100)**

**Credits: 3 Class Hours: 3 Semester: Spring 2010**

**Prof. Guadalupe Campos**

**Office Hours: Mondays 1:00 – 3:50 PM (tentative)**

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**Course Description** - The marketing system is described, analyzed and evaluated, including methods, policies and institutions involved in the production and distribution of goods from producer to consumer or user that improve customer value in the context of a competitive environment.

**Basic Skills** - Students must have passed ENG 088, ESL 094, ACR 094 and MAT 010/011.

<b>Course Student Learning Outcomes</b>	<b>Measurements (means of assessment for student learning outcomes listed in first column)</b>
<b>1.</b> Evaluate and critically analyze a range of elementary marketing concepts, tools and techniques and assess their applicability to practical situations.	Test questions
<b>2.</b> Demonstrate the ability to seek, handle and interpret key economic and behavioral data which underpin marketing practice.	Industry analysis (interpretation of graphs)
<b>3.</b> Present a MARKETING MIX configuration for a product/service offering.	Presentation of a basic marketing plan in teams or individually
<b>4.</b> Deal with marketing problems as they arise within a business organization and demonstrate the ability to apply creative thinking and recommend solutions.	Case analysis

**Below are the college's general education goals. The goals that are checked in the left-hand column indicate goals that will be covered and assessed in this course.**

	<b>General Education Goals</b>	<b>Measurements</b>
<b>X</b>	<b>Communication Skills-</b> Students will write, read, listen and speak critically and effectively.	Presentation of marketing plan
<b>X</b>	<b>Quantitative Reasoning-</b> Students will use quantitative skills and the concepts and methods of mathematics to solve problems.	Interpretation of graphs
	<b>Scientific Reasoning-</b> Students will understand and apply the concepts and methods of the natural sciences.	
	<b>Social and Behavioral Sciences-</b> Students will understand and apply the concepts and methods of the social sciences.	
	<b>Arts &amp; Humanities-</b> Students will develop knowledge and understanding of the arts and literature.	
<b>X</b>	<b>Information &amp; Technology Literacy-</b> Students will collect, evaluate and interpret information and effectively use information technologies.	Use of online research databases to complete industry analysis
	<b>Values-</b> Students will make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.	

**Required Text:**

MKTG 3, 2008 - 2009 Student Edition, 3rd Edition (*confirm with instructor prior to purchasing*)

Authors: Charles W. Lamb | Joseph F. Hair | Carl McDaniel

ISBN-10: 1-4390-4053-2

Also available as e-book at [www.coursesmart.com](http://www.coursesmart.com)

**Outline of Topics**

Week	Course Outline	Textbook Chapters
1	Introduction & Overview of Marketing	1
2	Strategic Planning	2
3	Social Responsibility, Ethics & Marketing Environment	3
4	Global Marketing	4
5	Consumer Decision Making & Business Marketing	5 & 6
6	Market Segmentation	7
7	Market Research	8
8	Mid-term Exam	
9	Product Concepts & Managing products	9 & 10
10	Marketing Channels & Retailing	11 & 12
11	Integrated Marketing Communication	14
12	Advertising & Personal Selling	15 & 16
13	Pricing Concepts & Setting Price	17 & 18
14	Customer Relationship Marketing	19
15	Final Examination	

**Other Resources:** Additional handouts may be given during the course of the semester

**Use of Technology:** Microsoft Office Suite; BMCC email; Blackboard, Google documents

## Evaluation and Requirements of Students

The instructor may revise this grading pattern. Final grades may be determined as follows:

1. Class quizzes
2. Midterm
3. Written and Oral Presentations
4. Class Participation
5. Final Examination

## Grading

A: 95% and above	C : 74% – 78%
A- :90% – 94%	C- : 70% – 73%
B+:87% – 89%	D+: 67% - 69%
B : 84% – 86%	D : 64% – 66%
B- : 80% – 83%	D- : 60% – 63%
C+: 77% – 80%	F : Below 60%

## College Attendance Policy

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

## Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

## BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's website, [www.bmcc.cuny.edu](http://www.bmcc.cuny.edu). For further information on integrity and behavior, please consult the college bulletin (also available online at <http://www.bmcc.cuny.edu/academics/grades/rules/plagiarism.html>).