

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

City University of New York

Business Management Department

Title of Course: Introduction to Marketing (MAR 100)

Semester: Spring 2016
Class Hours: 3/ Credits: 3

Professor:

Tel #: 212-220-8205

Office: F730

Office Hours: _____

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, RDG 062 and all mathematics remedial.

Course Student Learning Outcomes (SLOs)	Measurements (means of assessment for SLOs listed in first column)
1. Demonstrate knowledge of current events and trends in marketing including information on potential careers.	Current event analysis (SLO1)
2. Demonstrate the ability to seek, handle and interpret key economic and behavioral data which underpin marketing practice.	Industry analysis (including interpretation of graphs) [SLO2]
*3. Analyze marketing problems as they arise within a business organization and demonstrate the ability to identify key issues related to external environment & target market that may be impacting the situation.	Case analysis [SLO3]
*4. Present a Marketing Mix configuration for a product/service offering.	Basic marketing plan [SLO4]

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.

	General Education Goals	Measurements
X	Communication Skills- Students will write, read, listen and speak critically and effectively.	Marketing plan
X	Quantitative Reasoning- Students will use quantitative skills and the concepts and methods of mathematics to solve problems.	Industry analysis
X	Information & Technology Literacy- Students will collect, evaluate and interpret information and effectively use information technologies.	Online research to complete situational analysis in the Marketing Plan

Required Text & Readings

MKTG 8, 2014 Student Edition, 8th Edition

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

ISBN: ISBN-10: 1-285-43262-2 / 978-1-285-43262-5

Also available as e-book at www.coursesmart.com

You are free to buy MKTG 6 or MKTG 7 but it is your responsibility to match the chapters and page numbers to the 8th edition and cover any missing material.

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

Use of Technology: Microsoft Office Suite; BMCC email; Internet

Evaluation & Requirements of Students

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

The instructor may revise this grading pattern.

College Attendance and Lateness Policy

At BMCC, if you do not attend class at least once in the first weeks of the semester, the instructor is required to assign a grade of “WN” Classes begin promptly at the times indicated in the Schedule of Classes. Arrival in classes after the schedule start time constitutes lateness. Latecomers may, at the discretion of the instructor, incur an official absence. The Department policy is that two (2) lateness will count as one absence. 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 Accessibility (ROOM N360; TELEPHONE # 212-220-8180). 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. A student who copies or paraphrases published or on-line material, or another person’s research, without properly identifying the source(s) is committing plagiarism.

Plagiarism violates the ethical and academic standards of our college. Students will be held responsible for such violations, even when unintentional. To avoid unintended plagiarism students should consult with their instructors about when and how to document their sources. The library has also both print and digital guides designed to help students cite sources correctly.

Plagiarism carries a range of penalties commensurate with severity of the infraction. The instructor may, for example, require the work to be redone, reduce the course grade, fail the student in the course, or refer the case to the Faculty-Student Disciplinary Committee (see Article 15.4 of the Bylaws of the Board of Trustees). Cases referred to that committee could result in suspension or expulsion from the college.

Course Outline

Week	Course Outline	Chapters	Assessment	
1	Introduction & Overview of Marketing	1		SLO1
2	Strategic Planning & Ethics & Social Responsibility	2 & 3		
3	Marketing Environment	4		
4	Global Vision	5	SLO2	
5	Consumer Decision Making & Business Marketing	6 & 7		
6	Market Segmentation	8		
7	Market Research	9		

8	Mid-term Examination		SLO3	
9	Product Concepts & Managing products	10 & 11		
10	Supply Chain & Marketing Channels	13 & 14		
11	Marketing Communication	15		
12	Advertising & Public Relations; Sales Promotion & Personal Selling	16 & 17		
13	Pricing Concepts & Setting Price	19 & 20		
14	Social Media and Marketing	18		
15	Final Examination		SLO4	