

**MORAVIAN COLLEGE**  
THE COMENIUS CENTER

**CCBU221 CG/MGMT251 PM**  
Principles of Marketing/Marketing Management  
Spring 2013-01-15 Moravian College Comenius Center  
Wednesday, 6:30-9:30 p.m.

Instructor Information

Name: Karen S. Britt

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**Course Description:**

CCBU 251/MGMT251 addresses the management of marketing activities in an organization. The course emphasizes the application of marketing principles to design and implement effective programs for marketing products and services to consumers and business users.

**General Description:**

This course provides a framework for students to apply the principles of product development, pricing strategies, promotional plans, and distribution plans. This will be accomplished by the development of a marketing research project and a marketing plan/presentation.

**Student Learning Objectives:**

After completing this course, students will be able to:

1. Discuss marketing in terms of the value creation process.
2. Understand the ethics and morality incumbent upon the marketing discipline.
3. Understand the major concepts of modern marketing practice.
4. Understand strategic and tactical marketing techniques.
5. Design customer-oriented marketing strategies.
6. Manage technology and information for effective marketing and be able to use the World Wide Web for marketing purposes (both research and implementation).
7. Understand the role of research and analysis in marketing and be to make marketing decisions based upon data.
8. Understand and be able to develop strategies for the 4 P's of marketing (product, price, place, promotion).
9. Articulate and critically discuss key issues in the marketing discipline.

**Text and Articles:**

Marketing-2012 ED., Pride, 16<sup>th</sup> or 17<sup>th</sup> Edition, Cengage, ISBN: 9780538475402

**Assignments:**

**How Your Final Grade will be Determined:**

1. **Three intermediate examinations** that will cover specified chapters from the textbook and lecture. **No make-up exams will be given.** If a student has a written medical excuse from a physician, the lowest exam score will be used as the score for one missed exam. The written excuse must be presented to the professor the next class meeting after the exam. **ALL EXAMINATIONS WILL BE RETURNED TO THE PROFESSOR.**
2. **Quizzes** – on specific chapters

3. **Assignments** – on specific topics

4. **Sales Promotion Project**– You will develop a sales promotion plan items and conduct a survey to test market the items. Details will follow. **All assignments must be typed; late assignments will not be accepted.**

5. **Marketing Plan Project** – The development of a Marketing Plan will be one of your requirements during the semester. You will be assigned to work with a team of classmates to develop and present a marketing plan. This will enable you to apply the theories/principles/case studies we discuss in class to a realistic setting. The marketing plan will consist of developing a “NEW PRODUCT” for an existing company such as General Motors, Proctor and Gamble, Just Born, Crayola, Disney, etc. This will entail defining the product, creating a marketing objective and strategy, ascertaining how this product satisfies unmet market needs, determining the target market, applying the marketing mix, creating an ad and observing the external/internal environmental factors. During the course of the semester, you will meet your team to work on the marketing plan to apply learned concepts. We will also discuss the parameters of the marketing plan throughout the semester. Details will follow. At the end of the semester, you will present your marketing plan, product and advertisement to class. The professor and your peers will evaluate your presentation. Details and instructions regarding the marketing plan will be covered during the semester.

6. **Final Examination** - Comprehensive exam will be administered during the final exam week.

**Grade Scale: (Weighted Items)**

Examinations	30%	100 points/exam
Chapter Quizzes	10%	
Chapter Assignments	10%	
Sales Research Project	15%	75 points
Marketing Plan and Presentation	20%	200 points
Comprehensive Final Exam	15%	150 points
<b>TOTAL</b>	<b>100.0%</b>	

**Other important Information**

**Academic Honesty:**

Please refer to the Academic honesty Policy listed the Student Handbook.

**Faculty Rights with Regard to Academic Honesty Allegations**

The faculty member filing the academic honesty violation has the right:

- To have the chair or other faculty member present in meetings with the student.
- To confer with the associate dean for academic affairs or department chair on an appropriate penalty for the alleged violation.
- To negotiate with the associate dean for academic affairs an alternative penalty if the instructor feels there are mitigating circumstances.
- To submit to the Academic Standards Committee any materials relevant to the decision.
- To review the student's written appeal and respond in writing to the Academic Standards Committee before the case is reviewed.
- To be apprised of the Academic Standards Committee's decision.

**Attendance:**

Class attendance and engagement in the learning process are critical factors in determining students’ success in their courses. Moravian students are expected to attend all class sessions of courses in which they are enrolled, and are responsible for all material presented in class sessions of these courses.

A student who misses class more than twice the number of weekly meeting of the class (or the equivalent in short-term classes) may be withdrawn from the course by the instructor. Students who are withdrawn for poor attendance will receive a grade of W. Faculty may issue a withdrawal through the first 90% of the semester (14<sup>th</sup> week or equivalent in short-term classes). After the 90% period a student may not withdraw or be withdrawn.

In an internet-based distance learning course, a student is considered to have missed the equivalent of more than twice the number of weekly meetings of a traditional classroom course in a consecutive two-week period if there has been no participation by the student in the class through submission of assignments, participation in discussion forums or contact with the professor in any way during the period.

Students who are withdrawn from the class for lack of attendance may appeal the enforced withdrawal to the instructor. If the instructor agrees to reinstate the student, he/she will be required to complete a reinstatement form and return it directly to the Vice President for Student Affairs. If the appeal is denied, the student may speak with the appropriate academic dean and/or the Vice President for Student Affairs. Further discussion may take place with the faculty member, but the final decision on withdrawal rests with the faculty member.

Students will not be graded on attendance; however, students may be graded on class participation.

**Consequences of Lateness to Class:** If you arrive late to class, it will count as “half” an absence:  
*2 late arrivals = 1 absence*

**Blackboard:**

The course Blackboard shell will host the syllabus, assignment rubrics, gradebook, and course announcements.

**Cancelled Classes:**

Class may be cancelled due to weather or for some other reason. In case of cancellation, the instructor will post an announcement on Blackboard to inform students of the cancellation. It is the student’s responsibility to check Blackboard prior to each class period to determine if class is cancelled.

**Copyrights:**

Only the copyright holder has the right to make copies of books, articles, cases, software, and other copyrighted material. Anyone else (you, the reader) must have the copyright holder’s permission to make copies unless the item being copied falls under the fair use proviso or is a work in the public domain. You must get permission from the copyright holder to make copies legally of any copyrighted material.

**Disabilities:**

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Dean of the Comenius Center (610-861-1400) as soon as possible to enhance the likelihood that such accommodations are implemented in a timely fashion.

**E2Campus:**

In the event of an emergency the system called e2Campus allows Moravian College to send text messages to the cell phones of registered members of the campus community with information about what is happening and/or what precautions should be taken. Up to two cell phone numbers and two e-mail addresses per user may be registered. This service is an integral part of the College’s emergency response system. If you are not already registered on the system, please do so as soon as possible. To register for e2campus visit <http://intranet.moravian.edu/e2campus/index.asp> from a computer on Moravian’s campus.

**Expectations of Students:**

**Classroom Management (cell phone use, leaving class, disruptive behavior):** All cell phones; pagers or any type of telecommunications device must be turned off/disabled during class session (unless specific direction from the instructor permits smartphone search). This also includes any type of text messaging via telecommunications devices. Students are not to leave the classroom once class has begun; it is very disruptive to the professor. Disruptive behavior will not be tolerated. If any student engages in disruptive conduct, they will be issued a verbal warning upon the first offense. If the conduct does not cease immediately, the student will be asked to leave the classroom and withdraw from the course.

**Grading Judgment:**

A = 92-100%	C+ = 77-79%	F = Below 60%
A- = 90-91%	C = 72-76%	
B+ = 87-89%	C- = 70-71%	
B = 82-86%	D+ = 67-69%	
B- = 80-81%	D = 60-66%	

If you are experiencing difficulties in this course, please see the instructor at once so corrective action can be taken.

**Inclement Weather:**

In the case of inclement weather, the instructor will post a message on Blackboard to inform students if the class is cancelled. It is the student's responsibility to check Blackboard prior to each class period for cancellations due to inclement weather.

**Syllabus Status:**

This syllabus and the course contents are subject to change at the discretion of the instructor. Generally changes will be finalized only after discussion of the change with students in the class.

**Workload:**

Students can expect to work at least 4-6 hours on average outside of class in reading, preparation, and project activities for each hour of class time.

**Principles of Marketing/Marketing Management  
(CCBU221 CG/MGMT251 PM) - Tentative Course Schedule–Spring 2013**

<i>Class Meetings</i>	<i>Chapter</i>	<i>Topic</i>
Wednesday, January 16	Chp. 1	An Overview of Marketing
Wednesday, January 23	Ch. 2	Planning, Implementing, and Controlling Marketing Strategies
Wednesday, January 30	Chps. 3& 4 Quiz: Chp. 1 & 2	The Marketing Environment & Social Responsibility and Ethics in Marketing
Wednesday, February 6	<b>Superbowl Assignment Due</b> <b>BCG Portfolio Assignment Due</b> <b>Exam 1 (Chapters 1-4) &amp; Chp. 5</b>	Marketing Research and Information Systems
Wednesday, February 13	Chp. 6 & 7 <b>Sales Promotion Project Assigned</b>	Target Markets: Segmentation, Evaluation, and Positioning & Consumer Buying Behavior
Wednesday, February 20	Chp. 8 & 9 Quiz: Chp. 6-7	Business Markets and Buying Behavior & Reaching Global Markets
Wednesday, February 27	Chp. 10 <b>Sales Promotion Project is due</b>	E-Marketing, Digital Media, and Social Networking & <b>Promotion Project Presentations</b>
Wednesday, March 6	<b>Spring Break</b>	<b>No Class</b>
Wednesday, March 13	<b>Exam 2 (Chapters 5-10) &amp; Chp. 11 &amp; 12</b>	Product Concepts & Developing and Managing Products
Wednesday, March 20	<b>Product Development Assignment Due</b> Chp. 13 & 14 Quiz: Chp. 10-11	Services Marketing & Branding and Packing <b>Marketing Plan Part #1 is due</b>
Wednesday, March 27	Chp. 15 & 17 Quiz: Chp. 13-14	Marketing Channels and Supply Chain Management & Integrated Marketing Communications <b>Marketing Plan Part #2 is due</b>
Wednesday, April 3	<b>Exam Three (Chapters 11-15, 17) &amp; Chp. 18 &amp; 19</b>	Advertising and Public Relations & Personal Selling and Sales Promotion
Wednesday, April 10	Chp. 20 & 21	Pricing Concepts & Setting Prices <b>Marketing Plan Part #3 is due</b>

Wednesday, April 17	Quiz: Chp. 18-19	Final Exam Review
Wednesday, April 24	Marketing Plan Due	Marketing Plan Team Presentation
May 1	Final Exam	TBA