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

**Department of Business Management**

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

**Section #0901 Friday – 9:30 – 12:15**

**Fiterman 203**

**Credits: 3 Class Hours: 3 Semester: Spring 2015**

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| **Professor Tepfer** |  |
| **URL: professortepferscourses.weebly.com** | **Email:** **profjertep4@gmail.com** |

**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.

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| **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 that will be covered and assessed in this course.**

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|  | **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:**

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](http://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 and Requirements of Students**

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

1. Class Participation & Homework 20%
2. Midterm 25%
3. Final 25%
4. Marketing Plan 30%

**Outline of Topics**

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| Week | Course Outline | Chapters | Assessment | |
| 1 – 1/30 | Introduction & Overview of Marketing | 1 |  | SLO1 |
| 2 – 2/06 | Strategic Planning & Ethics & Social Responsibility | 2 & 3 |  |
| 3 – 2/13 | Marketing Environment | 4 |  |
| 4 – 2/20 | Global Vision | 5 | SLO2 |
| 5 – 2/27 | Consumer Decision Making | 6 |  |
| 6 – 3/06 | Business Marketing - group project | 7 |  |
| 7 – 3/13 | Market Segmentation & Market Research | 8 & 9 |  |
| 8 – 3/20 | Mid-term Examination | March 20 | SLO3 |
| 9 – 3/27 | Product Concepts & Managing products | 10 & 11 |  |
| 4/03 & 4/10  10 – 4/17 | SPRING BREAK – NO CLASSES  Supply Chain & Marketing Channels | 13 & 14 |  |
| 11 – 4/24 | Marketing Communication | 15 |  |
| 12 – 5/01 | Pricing Concepts & Setting Price | 19 & 20 |  |
| 13 – 5/08 | Advertising & Public Relations; Sales Promotion & Personal Selling | 16 & 17 |  |
| 14 – 5/15 | Group Presentations | May 15 |  |
| 15 – 5/22 | Final Examination | May 22 | SLO4 |

#### Grading

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| A: 93% and above  A- :90% – 92%  B+:87% – 89%  B : 83% – 86%  B- : 80% – 82%  C+: 77% – 79% | C : 73% – 76%  C- : 70% – 72%  D+: 67% - 69%  D : 63% – 66%  D- : 60% – 61%  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 of 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. 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).