

## **College Marketing**

Fall 2011

DCC course title: Bus 107 Principles of Marketing - 3 credits

Mrs. Deady email: [mdeady@acsdny.org](mailto:mdeady@acsdny.org)

TeacherWeb: <http://teacherweb.com/NY/Arlington/MsDeady/h3.aspx>

### **Course Description:**

A college level, half year course designed to study the principles underlying the development and distribution of goods and services for organizational and consumer needs. Topics include: development of the marketing concept, legal and cultural environment, marketing research, segmentation, buyer behavior, product development, pricing, wholesaling, retailing, advertising, selling and Internet applications.

### **Course Objectives:** student learning outcomes:

The student will be able to:

1. Apply relationship marketing and the marketing concept.
2. Apply concepts of product, place, pricing and promotion
3. Identify environmental forces affecting marketing
4. Apply basic concepts of consumer and organizational behavior
5. Apply segmentation and target selection in marketing
6. Identify and apply channel structures in marketing
7. Apply promotion strategy in marketing

**Texts:** Marketing: The Core; 3<sup>rd</sup> edition; Kerin, Hartley, Rudelius; McGraw Hill  
Ad Land by James P. Othmer, Random House 2010 paperback

**Supplies needed:** Black or blue ink pen, pencil, and Composition or Wire-bound notebook

**Final Grade** is based on the following factors:

Attendance/participation	10%
Homework*	10%
Case Studies and Groupwork*	10%
Chapter Quizzes	10%
4 Unit Exams** @ 10% each	40%
Final Exam – Paper	<u>20%</u>
	100%

\*Homework consists of reading material assigned, and defining key terms. Answering selected questions found at the end of each chapter will be done as teamwork during class. Thirteen Case Studies will be done in class as groupwork. It is important that you are here to participate in team- and groupwork; missing more than one teamwork and one groupwork assignment will result in a loss of credit. This information will be recorded in a notebook that will be dedicated to this course. It will be handed in periodically for review and grading.

\*\*Students are expected to take Exams when scheduled. If there is an excused absence, the Exam will be taken after school upon return. Please discuss anticipated field trip and sports absences with me as soon as you are aware of the schedule.

**Extra Help:**

I will be in Room 1134 before school every day, and after school on Tuesdays and Thursdays from 2:15 – 3:20. If this does not work, please talk with me to schedule a time we can meet.

**Chapters and Sequence:**

Chapter 1	Creating Customer Relationships and Value	Read 3-19
Chapter 3	Scanning the Marketing Environment	Read 59-77
Chapter 5	Consumer Behavior	Read 97-119
<b>EXAM 1</b>		
Chapter 6	Organizational Markets and Behavior	Read 121-137
Chapter 8	Marketing Research	Read 163-187
Chapter 9	Market Segmentation	Read 189-209
<b>EXAM 2</b>	Week 9	End of First Quarter
Chapter 10	Developing New Product and Services	Read 211-233
Chapter 11	Managing Products, Services and Brands	Read 235-261
Chapter 12	Pricing Products and Services (263-271)	Read 263-287
Chapter 13	Marketing Channels and Supply Chains	Read 289-311
<b>EXAM 3</b>		
Chapter 16	Advertising, Sales Promotion and Public Relations	Read 359-381
Chapter 14	Retailing and Wholesaling	Read 313-333
Chapter 15	Integrated Marketing Communications	Read 335-357
<b>FINAL EXAM</b>		
		End of Second Quarter