

**BRAZOSPORT COLLEGE
SYLLABUS FOR TMGT 4395
PRINCIPLES OF MARKETING MANAGEMENT**

INSTRUCTOR:	Dr. Xiao Li
DAYS/TIME, LOCATION:	ONLINE
INSTRUCTOR OFFICE HOURS:	As Needed. Office J216
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COURSE DESCRIPTION

Marketing is the management process that identifies, anticipates and satisfies customer needs and wants profitably. Marketing is an essential to the survival of every business organization. Students will learn the role of marketing within society and within an economic system and will learn key marketing principles, terminology, tools, and methods used by marketing managers for decision making. This course is designed to be an introduction to the broad concept of marketing mix for the future manager. Students will progress through the topics of generic functions of business; the environment of business; market planning, information, and segmentation; consumer behavior; marketing ethics; and marketing strategy. (3 SCH, 3 lecture, 0 lab) CIP 52.1401.0036

Prerequisite: Senior standing and TMGT 3307.

TEXTBOOK OR COURSE MATERIAL INFORMATION

Kotler & Armstrong. *Principles of Marketing* 15E, Pearson Prentice Hall
Contact the Brazosport College Bookstore with a credit card for course materials. Phone: 979.230.3651. Fax: 979.230.3653. Email: bookstore@brazosport.edu. Website: <http://www.brazosport.edu/bookstore>

COURSE LEARNING OBJECTIVES

Upon successful completion of this course, the student will be able to:

- Understand the language and vocabulary of marketing and be able to use such terms as positioning, niche marketing, marketing strategy, marketing mix, etc.
- Apply the concepts of marketing strategy to analyze a business case scenario and provide recommendations for the firm.
- Demonstrate a basic understanding of consumer behavior such as consumer motivations and decision processes.
- Create a simple marketing plan and apply marketing concepts to the successful running of an enterprise which will help students understand the importance of marketing in the establishment and continued success of a new business.
- Understand the major challenges and opportunities facing marketers. Appreciate the importance of global marketing (and foreign trade) to the economy of the United States. Understand how E-Commerce can be used by marketers to increase customer satisfaction and improve company's profit at the same time.
- Understand basic marketing ethics and the relationship between marketing and society.

STUDENT LEARNING OUTCOMES

Students will:

apply course concepts by individually completing weekly assignment. All assignments are to be submitted in D2L before due date noted in the *Course Schedule* below. Unless prior arrangement is made with the instructor, late homework will not be accepted.

apply course concepts and demonstrate written communication skills by responding online to weekly discussion questions and replying actively and substantively to other students postings. Only postings made during the assignment week will be accepted for grading. In online discussions students will be required to paraphrase and quote relevant course material, use marketing vocabulary accurately.

demonstrate written, oral, and communication skills and apply key course concepts by the finishing marketing plan project paper.

demonstrate their knowledge of course concepts by performing successfully on midterm and final exams.

STUDENTS WITH DISABILITIES

Brazosport College is committed to providing equal education opportunities to every student. Brazosport College offers services for individuals with special needs and capabilities including counseling, tutoring, equipment, and software to assist students with special needs. Please contact the Special Populations Counselor, 979.230.3236, for further information.

ACADEMIC HONESTY

Brazosport College assumes that students eligible to perform on the college level are familiar with the ordinary rules governing proper conduct including academic honesty. The principle of academic honesty is that all work presented by you is yours alone. Academic dishonesty including, but not limited to, cheating, plagiarism, and collusion shall be treated appropriately. Please refer to the Brazosport College Student Guide for more information. This is available online at <http://www.brazosport.edu>. Click on the CATALOGS AND SCHEDULES link under STUDENTS.

Academic dishonesty violates both the policies of this course and the Student Code of Conduct. In this class, any occurrence of academic dishonesty will be referred to the Dean of Student Services for prompt adjudication, and will, at a minimum, result in _____F_____ in this course. Sanctions may be imposed beyond your grade in this course by the Dean of Student Services.

COURSE REQUIREMENTS AND GRADING POLICY

Grading Scale: 90-100% = A, 80-89 = B, 70-79% = C, 60-69% = D, Below 60% = F. (Please note that a grade of D will not be accepted in the B.A.T. program)

<u>Coursework</u>	<u>Points</u>	<u>Percentage</u>
Online Discussion Participation	120	24%

Weekly assignments	120	24%
Case Online Discussions	120	24%
Marketing Plan Project	60	12%
Midterm Exam	100	20%
Final Exam	100	20%
Total	500	100%

MAKE-UP POLICY

No make-up for Quizzes, Mid-term and Final exam. Unless prior arrangement is made with the instructor, **late homework will not be accepted.**

STUDENT RESPONSIBILITIES

Students are expected to fully participate in this course. The following criteria are intended to assist you in being successful in this course:

- understand the syllabus requirements
- use appropriate time management skills
- communicate with the instructor timely
- complete course work on time, and utilize online components (such as Desire2Learn) as required.

CLASS SCHEDULE FALL 2014:

<u>Dates</u>	<u>Readings/Topic</u>	<u>Assignments</u>
Week 1 (8/24-8/30)	Ch1 <i>Marketing: Creating and Capturing Customer Value</i>	Online Case Discussion- 20 points Strongly recommend to finish it by 8/30 Due Date: 9/6
Week 2 (8/31-9/6)	Ch2 <i>Company and Marketing Strategy</i> Marketing plan project Preparation	Assignment - 20 points Due Date: 9/6
Week 3 (9/7-9/13)	Ch3 <i>Analyzing the Marketing Environment</i>	Online Case Discussion - 20 points Due Date: 9/13
Week 4 (9/14-9/20)	Ch4 <i>Managing Marketing Information to Gain Customer Insight</i>	Assignment - 20 points Due Date: 9/20

Week 5 (9/21-9/27)	Ch5 <i>Consumer Market and Consumer Buyer Behavior</i>	Online Case Discussion - 20 points Due Date: 9/27
Week 6 (9/28-10/4)	Ch6 <i>Business Market and Business Buyer Behavior</i>	Assignment - 20 points Due Date: 10/4
Week 7 (10/5-10/11)	Ch7 <i>Customer-Driven Marketing Strategy</i>	Online Case Discussion - 20 points Due Date: 10/11
Week 8 (10/12-10/18)	Mid-term Exam - 100 Points (Ch 1 through Ch7)	Due Date: 10/18
Week 9 (10/19-10/25)	Ch8 <i>Products, Services, and Brands: Building Customer Value</i>	Assignment - 20 points Due Date: 10/25
Week 10 (10/26-11/1)	Ch10 <i>Pricing: Understanding and Capturing Customer Value</i>	Online Case Discussion - 20 points Due Date: 11/1
Week 11 (11/2-11/8)	Ch11 <i>Pricing Strategies</i> Ch12 <i>Marketing Channels: Delivering Customer Value</i>	Assignment (ch11) - 20 points Online discussion (ch12)-20 points Due Date: 11/8
Week 12 (11/9-11/15)	Marketing plan project - 60 Points	Due Date: 11/15
Week 13 (11/16-11/22)	Ch14 <i>Communicating Customer Value: Integrating Marketing Communications Strategy</i>	Assignment - 20 points Due Date: 11/22
Week 14 (11/23-11/29)	Thanksgiving Holiday	No Assignments
Week 15 (11/30-12/6)	Final Exam Preparation	
Week 16 (Final Exam)	FINAL EXAMINATION (Chapters 8, 10,11,12 &14) – 100 points	Due Date: 12/8 by 11:59PM

OTHER STUDENT SERVICES INFORMATION

Information about the Library is available at <http://www.brazosport.edu/library> or by calling 979.230.3310.

For assistance with online courses, an open computer lab, online and make-up testing, audio/visual services, and study skills, visit Learning Services next to the Library, call 979.230.3253, or visit <http://www.brazosport.edu/learningservices>.

For drop-in math tutoring, the writing center, supplemental instruction and other tutoring including e-tutoring, visit the Student Success Center, call 979.230.3527, or visit <http://www.brazosport.edu/studentsuccesscenter>.

To contact the *Social Sciences and Business* Department call **(979.230.3222)**.

The Student Services provides assistance in the following:

Counseling and Advising	979.230.3040
Financial Aid	979.230.3294
Student Life	979.230.3355

To reach the Information Technology Department for computer, email, or other technical assistance call the Helpdesk at 979.230.3266.