**Marketing**

**MKT 223 01**

Fall 2022

TTH 8:00-9:20

**INSTRUCTOR INFORMATION**

Halley Fleming

Plaster 311

Office Hour: Wed 4:30-5:30

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[hfleming@bransonbank.com](mailto:hfleming@bransonbank.com)

**COURSE DESCRIPTION**

An introduction to the marketing function of a business or non-profit organization. Analysis of environmental factors, markets, target markets and emphasis on the study of product, pricing, promotion and distribution. Fall/Spring

**COURSE LEVEL**

200 – Students will be expected to apply foundational knowledge of a respective area of study, comprehending a higher level of complexity of the specific area of study.

**TEXTBOOKS AND OTHER MATERIALS**

The textbook for this course is Marketing, Pride and Ferrell, published by Cengage, 2020 edition. The ISBN is: 978-0-357-03379-1.

**LEARNING OUTCOMES**

* Student Learning Outcomes (SLOs)
  + Students will understand what Marketing is and how to plan, implement, and evaluate marketing strategies (1,2,3)
  + Students will understand how the business and political environment effect marketing and social responsibility. (1,2,3,4,5,6,7)
  + Students will understand and be introduced to marketing research. (1,6)
  + Student will be introduced to buyer behavior. (1, 5,6,7)
  + Students will gain an understanding of product, distribution, promotion, and pricing decisions. (1,2,3,4,5,6,7)
* Program Learning Outcomes (PLOs)

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| * + Outcome 1: Demonstrate an understanding of marketing principles and the ability to apply them. (Academic and Vocational) |
| * + Outcome 2: Demonstrate an understanding of economic principles and the ability to apply them. (Academic and Vocational) |
| * + Outcome 3: Demonstrate an understanding of management principles and the ability to apply them. (Academic and Vocational) |
| * + Outcome 4: Demonstrate an understanding of accounting principles and the ability to apply them. (Academic and Vocational) |
| * + Outcome 5: Communicate an understanding of the relationship between business practices and a Christian worldview. (Christian) |
| * + Outcome 6: Communicate an understanding of the relationship between free enterprise system and its importance to the American way of life. (Patriotic) |
| * + Outcome 7: Demonstrate an understanding of the relationship between culture and business (Cultural). |

**ASSIGNMENTS/ASSESSMENTS**

**EXAMINATIONS:** Examinations will consist of multiple choice and essay questions. Exams should be taken at the scheduled time. Make-ups (if excused by an official school policy or the instructor) will be scheduled during the mid-term week or the last week of the regular semester.

**ASSIGNMENTS:** Assignments will include daily reading assignments, unannounced quizzes, and partnering with a local businesses providing a marketing plan. Credit will be given for assignments completed on time (date) assigned. The student, not the instructor, has the responsibility of making arrangements to make up missed work due to an excused absence.

**GRADING SCALE**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | B+ | 87-89 | C+ | 77-79 | D+ | 67-69 | F | 59 and below |
| A | 93-100 | B | 83-86 | C | 73-76 | D | 63-76 |  | |
| A- | 90-92 | B- | 80-83 | C- | 70-72 | D- | 60-62 |  | |

**ACADEMIC HONESTY**

Please connect to the following link: <http://images.cofo.edu/cofo/handbook.pdf>

**HONOR CODE**

**“I agree to be an honest, trustworthy, caring and responsible citizen. I will uphold these values in others and myself.”**

**ATTENDANCE & COURSE POLICIES**

**ATTENDANCE:** Class attendance is very important. Material covered in class may not necessarily be from the textbook. Your attendance is expected to be 100%. Poor attendance is usually a contributing factor to low grades. If you are not present at the beginning of the period, you are absent unless the instructor is notified before you leave for that day. Excused absences are those that have been approved by designated college officials, doctors, and your instructor. **It is your responsibility to check with the professor when you have an excused absence. School notification only indicates that your absence is excused. It does not relieve you of the responsibility of checking with your instructor to make arrangements for the absence. Even if your absence is excused, it does not relieve you of the responsibility for homework due.**

**CLASS CONDUCT:** You are expected to pay attention in class. No earpieces unless you have a hearing disability. No use of electronic devices unless taking notes. This will be allowed as long as detailed (and acceptable) notes from the session are e-mailed to the instructor before the next session meets. All CofO policies will be enforced.

**ADA STATEMENT:** Any student that needs any special arrangements due to a disability of any nature needs to consult with the professor concerning any special accommodations.

**CELL PHONES:** Cell phones are to be placed out of sight. If you are waiting for an emergency call, please let the professor know ahead of class.

**ADDITIONAL ASSISTANCE:** If you are attending class and find yourself struggling with the marketing content, email the professor and a plan will be made. Also, make note of the office hour available to you as the student each week.

**COURSE SCHEDULE**

This schedule is tentative, and the instructor can change at any time.

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| Day/Month | Week | Day | Topic | Assignment | Notes |
| 11-Jan | 1 | Tuesday | Syllabus - Chapter 1 |  |  |
| 13-Jan |  | Thursday | Chapter 1 |  |  |
| 18-Jan | 2 | Tuesday | Chapter 2 |  | Dr. Moody to Sub |
| 20-Jan |  | Thursday | Chapter 3 |  | Dr. Moody to Sub |
| 25-Jan | 3 | Tuesday |  | Test Chapter 1,2,3 |  |
| 27-Jan |  | Thursday | Chapter 4 |  |  |
| 1-Feb | 4 | Tuesday | Chapter 4 |  |  |
| 3-Feb |  | Thursday | Chapter 5, 6 |  |  |
| 8-Feb | 5 | Tuesday |  | Test Chapter 4,5,6 |  |
| 10-Feb |  | Thursday | Chapter 7,8 |  |  |
| 15-Feb | 6 | Tuesday | Chapter 8 |  |  |
| 17-Feb |  | Thursday |  | Test Chapter 7,8 |  |
| 22-Feb | 7 | Tuesday | Chapter 9,10 |  |  |
| 24-Feb |  | Thursday | Chapter 10 |  |  |
| 1-Mar | 8 | Tuesday |  | Test Chapter 9,10 | Mid Term |
| 3-Mar |  | Thursday | Marketing Project |  | Mid Term |
| 8-Mar | 9 | Tuesday | Chapter 11 |  |  |
| 10-Mar |  | Thursday | Chapter 12 | Test Chapter 11,12 |  |
| March 14-18 |  |  |  |  | Spring Break |
| 22-Mar | 10 | Tuesday | Chapter 13 |  |  |
| 24-Mar |  | Thursday | Chapter 14 |  |  |
| 29-Mar | 11 | Tuesday | Chapter 15 |  |  |
| 31-Mar |  | Thursday |  | Test Chapter 13, 14, 15 |  |
| 5-Apr | 12 | Tuesday | Marketing Project Class Discussion |  |  |
| 7-Apr |  | Thursday | Marketing Project Presentation |  |  |
| 12-Apr | 13 | Tuesday | Marketing Project Presentation |  |  |
| 14-Apr |  | Thursday | Chapter 16 |  |  |
| 19-Apr | 14 | Tuesday | Chapter 16 |  |  |
| 21-Apr |  | Thursday | Chapter 17 |  |  |
| 26-Apr | 15 | Tuesday | Chapter 17 |  |  |
| 28-Apr |  | Thursday | Review for Final Exam |  |  |
| May 2-6 |  |  | Final Exam | Chapters 1-17 | Finals Week |