



Cedar Crest College Principles of Marketing

MRK 230-60
Spring 10 Online
Accelerated 2/15 – 4/9/10

Class Schedule- Although we do NOT meet for this course, you must be working everyday Monday- Friday between 2/15/10 and 4/9/10 for one- three hours with the exception of Spring break 3/8-3/12 and Break 4/2-4/5.

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Required Text: Marketing: Defined, Explained, Applied
Michael Levens
Prentice Hall
ISBN # 978 0 13 607569 1

Required On line Reading: Advertising Age, Brand Week
Recommended Optional Reading; Purple Cow Seth Godin, buy-ology Martin Lindstrom, Outliers, Malcolm Gladwell, Harvard Business Review Magazine, Wall Street Journal

Course Description: A 3-credit accelerated interdisciplinary on-line approach to understanding fundamental marketing concepts; target, strategy, ethics, consumer behavior, research, segmentation, opportunities, pricing, promotion and advertising. We will review the basic cornerstones of Brand Marketing and apply those using current articles and web sites, comments on real time advertising and insights into our own purchasing habits. To synthesize learning, you will write and submit a Brand marketing plan as an individual or group project.

Objectives: This course is designed to introduce you to the field of marketing. The primary objectives of the course are:

- to introduce you to the key concepts of marketing;
- to help you appreciate the importance of fundamental marketing functions, the application of these functions, and how each function affects the Brand Marketing Plan;
- to encourage you to explore marketing strategy and how it is applied by companies today;
- to explore on line resources and collaboration and these applications in the marketing field;
- to develop and submit a comprehensive Purchase Journal and Brand Marketing plan.

Methods: On-line course /in- depth threaded discussions of text, current articles/, regular posts on an individual purchase journal and the comprehensive development and submission of a Brand Marketing Plan. *Students must prepare thoroughly for every class as we will look to include a rich diversity of thought to bear on our assignments via threaded discussion.* Refer to the rubric at the end of this syllabus for details on class participation and to the On-Line Strategy in the syllabus for timing and best practices. Using the library as a resource will be necessary to stay abreast of recent publications and add value to your learning and to your Brand Plan. Refer to the Webliography in e-college for starting resources We will rely on e-college MRK 230 for doc sharing, grade book, announcements, threaded discussions etc. Make sure you are in and the college IT department (x3348) has your correct e-mail address in that system.

Attendance: “Attendance” is critical to your success in this course. Students are expected to fully participate in class via threaded discussions, contributions and completion of all assignments by due dates.

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Academic Dishonesty

Whether “deliberate or accidental, academic dishonesty is a serious academic offense and a violation of the spirit of the Cedar Crest Honor Code.” (Cedar Crest College Catalog, p 28)

Students with Documented Disabilities

Students with documented disabilities who may need academic accommodations should discuss these needs with the professor during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

Late submissions of assignments

Students are expected to submit all assignments on the assigned due date. Students who are absent from class are still responsible for timely submission of assignments. Late submissions will earn half credit if submitted within a week of the assignment, beyond that, assignments earn 0 credit.

Evaluation: Grades will be determined based on the following:

Grade Distribution

Discussion Preparedness/Caliber of Contribution*	20%
Mid Term	15%
Final	15%
Purchasing Journal	20%
Final Marketing Plan	30%

*Details on Discussion Preparedness appear below the Class Schedule

Grade Assignment

93%- 100%+	A
90%-92%	A-
87%- 89%	B+
83%-86%	B
80%-82%	B-
77%-79%	C+
73%-76%	C
70%-72%	C-
67%-69%	D+
60%- 66%	D
Below 60%	F

Assignments: Principles of Marketing requires the completion and submission of two key assignments and two exams;

1. The Brand Plan Due 4/10/10 midnight in drop box
2. The Purchase Journal Due 4/1/10 midnight in drop box
3. Two on line exams; 3/17 and 3/31/10

The Brand Plan- Each student or student team will hand in an electronic version of the Brand Marketing Plan to drop box on 4/10. YOU are the “marketing consultant” writing this plan in order to bring growth to your assigned brand over the next 3 years using the concepts we learn. You may write the plan by yourself if you believe you can manage this project well by yourself, or, choose a team of (maximum) 3 other students. Teamwork will teach you to work collaboratively in a virtual setting. If you choose to do this solo—carefully think about if you have enough time to do it ALL yourself. Place a post in our threaded discussion Chapter One with your Brand and team names by 2/17. The Brands are; LinkedIn, Hertz, Kelly, netflix, President Obama, IKEA, Starwood Hotels, Moosejaw, HOPE Organization and Sephora. Choose one. There are two Brand Plan templates you may refer to. Choose

the one that you like best. The Text example is on pages 220- 254. If you use this template you must add a section “Competitive Advantage” 2.4.3 (**Omit**- pages 239 Development Requirements - page 240. For page 241 Financials- the only requirement for the financial section is to post a three year growth plan via an income statement. No need to do this on a monthly basis, yearly is fine. Omit page 249 Controls 6.0- 6.5.) The second example is in doc sharing for you to review, “Marketing Plan Outline and Marketing Plan outline with links”. Use at least 2 scholarly and 2 popular sources to dimensionalize your thinking. A works cited page is required at the end of your Plan; use MLA as your format and separate your popular from your scholarly sources.

Marketing Plan Grading Criteria

- The level of analysis apparent (10)
- Use and depth of research (Scholarly & popular sources) (10)
- Ability to relate strategic theory to your company’s real situation (10)
- Incorporation of current events and business issues into the Plan (10)
- Clarity of Competitive Advantage (10)*
- Quality and feasibility of your recommendations (10)*
- Evidence of group cohesiveness or individual clarity (10)
- Ability to communicate clearly (10)
- Strength of the Overall Strategic Plan (10)
- Consumer Value/ Behavior Insights (10)*

The Purchase Journal- Students will informally discuss their purchase journals via threaded discussion throughout the semester and turn in a Purchase Journal with approximately 25 purchases by April 1. Go to doc sharing for the template.

Exams- Two on-line exams are scheduled: 3/17 and 3/31.

On-line Strategy

- 1. The responsibility is YOURS; you are the CEO of an accelerated on-line class.**
- 2. Set aside 1-3 hours each weekday between 2/15 and 4/9 to work on this course.**

Here’s what to do for every assigned chapter;

- 3. Read the assigned chapter, then post your chapter review by the date stated in the syllabus, your job is to concisely write three key chapter “take aways”. The more complete your posts, the better the likelihood of performing well on exams, assignments and your class participation grade. All chapter threads must be completed before taking the exam covering that chapter or you will receive a penalty.**
- 4. Post an item you purchased and why you purchased it (think marketing concepts in the chapter you are reading and relate it to your purchase). Chronicle about 25 of these purchases in your Purchase Journal.**
- 5. Post an article (use Advertising Age or Brand Week) and video summary for every chapter. Respond to 3 peer comments with your marketing thoughts.**

Tips to succeed;

- 6. Ask someone in this class to be your study buddy. Review for exams together. Talk to all students you know about their on-line success practices.**
- 7. Get to an orientation at Cressman Library or do one yourself on-line, then do continuous research on your Brand. Visit me or call me for helpful coaching.**

Carefully follow the on-line strategy above, steps 3, 4 and 5. The chart below provides timing.

<u>>By This Date</u>	<u>>Here's What TO DO</u>
2/15	Chapter 1 LandRover Video
2/17	Chapter 2 Electrolux Video
2/22	Chapter 3 Live Nation Video
2/25	Chapter 4 NFL Video
3/2	Chapter 5 Intel Video
3/5	Chapter 6 Harley Davidson Video
3/17	Chapter 8 Swiss Army Video Exam One
3/22	Chapter 9 Federated Direct Video
3/25	Chapter 10 Reebok Video
3/31	Chapter 16 Google Video Exam 2
4/1	Chapter 17 Motorola Video Purchase Journals Due today in drop box.
4/10	Marketing Plan Due today in drop box.

MRK 230 Threaded Discussions RUBRIC

Class Participation is worth 20 points towards your total grade. The rubric outlines how you can earn optimal points and how you can fall short. All threads must be completed before the exam for that chapter takes place.

CRITERIA	ACCEPTABLE	NEEDS IMPROVEMENT	UNACCEPTABLE
Overall Contributions	Substantial and detailed evidence of using e-college threaded discussion and supportive outside links and technology (4)	Very little evidence of contributions (1-3)	No evidence of contributions (0)
Chapter Posts	Concise, exact, clear, purpose & main points; stated in own words; used technology or lecture notes to enhance narrative (4)	Excessively wordy or very brief; missing main points; could not tell purpose or main point(s); little thought process (1-3)	Evidence of plagiarism (0 points awarded); unclear (0) Note- plagiarism can result in 0 points toward Class Participation and can result in failing the course.
DISCUSSION OF ARTICLE	Opinion clearly expressed regarding main points; provided support statements, responded to 3 peer comments (4)	Excessively wordy or very brief; did not express ideas well or could have expanded ideas in relationship to purpose, main points, responded to less than 3 peer comments (1-3)	Unclear opinion, no relationship to purpose, main points, subject matter; confusing thought pattern; no evidence of understanding, no response to peer comments (0)
RELATIONSHIP OF Video	Good relationship of video to subject matter; provided at least two discussion points or examples (4)	Brief discussion of video's subject matter; provided one discussion point (1-3)	Unclear relationship to subject matter; no discussion points (0)
ENGLISH MECHANICS	Clarity of discussion, no spelling, grammatical, punctuation errors (4)	Variation in clarity, one error (1-3)	Poor clarity, two or more errors (0)

TOTAL POINTS: _____/20 PTS

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