



Course Syllabus

- Foundations of Marketing

(This is a finalized Syllabus) Sinclair Community College
 Course Number: MRK2100 Section: 100 Term: 17SP
 Credits: 3.000

Room	Meeting Days	Meeting Time
5 121	TTH	02:00 PM - 03:15 PM

Faculty Information

Instructor(s):	Richardson, Charles		
Department:	Marketing Instruction	Division:	Business and Public Services
Phone Number:	512-3103		
Use Course Mail:	Yes	Alternate Email:	charles.richards3303@sinclair.edu
Office Location:	5311	Office Hours:	Tuesday & Thursday 12:30pm-1:30pm, Thursday 3:30pm and online Wednesday 10:00am-12:00pm

Prerequisites: MAN 1107
Other Prerequisite(s): NONE

Textbook(s)

BNDL: CONTEMP MARKETING +LMS INTEGRATED FOR MINDTAP (6MNTHS), BOONE

New

\$288.33 Used

\$216.25 Edition: 17

ISBN: 978-1-305-72216-3 Copyright:

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BNDL: CONTEMP MARKETING +LMS INTEGRATED FOR MINDTAP (6MNTHS) LOOSE-LEAF, BOONE

New

\$132.33 Used

\$99.25 Edition: 17

ISBN: 978-1-305-71581-3 Copyright:

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Course Description

Foundations of Marketing is designed to provide a broad introduction to the field of marketing. Marketing is far more than just selling or advertising within a business setting; it is a major part of our everyday lives. This course will illustrate the importance of marketing and skills that are applicable to all specializations within business.

Course Objectives/Competencies

General Education Outcomes:

- Written Communication Competency
- Oral Communication Competency
- Critical Thinking/Problem Solving Competency
- Computer Literacy Competency

Course Outcomes:

Role of Marketing

Define marketing and its role in creating value for consumers, society and organizations.

Marketing Manager Roles and Responsibilities

Identify the scope of the job and decision points faced by Marketing Managers in today's complex, competitive business environment.

Marketing Problems

Identify marketing problems facing an organization and illustrate recommendations using qualitative and quantitative analysis tools

Career Branding and Development

Prepare and present a personal marketing plan and digital portfolio that illustrates skills in creative and critical thinking, written and oral communication, ethical reasoning and social responsibility.

Social Media

Create and maintain an online professional presence using LinkedIn throughout the course.

Course Outline

- o Introduction to marketing and its role in an organization
- o Potential careers in marketing
- o Organizational analysis and environmental scanning
- o Market segmentation, target marketing, and positioning concepts
- o Consumer behavior and marketing research
- o Product and service strategy
- o Product strategy
- o Pricing strategy
- o Marketing channels and supply chain management
- o Distribution channel strategy
- o Promotion strategy
- o Ethics in marketing and social responsibility
- o Career branding and digital portfolio development
- o Social media
- o E-Business and the customer experience
- o Global marketing
- o Business-to-business marketing
- o Relationship marketing concepts and customer relationship marketing (CRM) systems
- o Integrated marketing communications (IMC), advertising and public relations

Course Requirements

Students are expected to participate in all scheduled course activities, complete assigned readings prior to scheduled course activities, and complete and submit all assigned work by the deadline. For in-person sections, attendance is expected at each class meeting.

Evaluation/Grades

Exams and Assignments	Points/Percentage	Grading Scale
Assignments	400	100 to 90 = A
Quizzes	200	89.9 to 80 = B
Personal Marketing Plan	200	79.9 to 70 = C
Google Site	100	69.9 to 60 = D
Participation	100	59.9 to 0 = F
Total Points	1,000	Must have C or better to continue

Course Schedule

MRK2100 - 100		
Week	Material to be covered	Assignments Due
1	Chapter 1 - Marketing: Art & Science	Set-up Twitter Account
2	Chapter 2 - Strategic Planning & Marketing Chapter 3 - Marketing Environment	Mission/Positioning Statement
3	Chapter 4 - Social Media	Impact of Social Media on business paper
4	Chapter 5 - e-Business	Quiz 1: Chapters 1-5
5	Chapter 6 - Consumer Behavior Chapter 7 - B2B	Career Exploration Paper
6	Chapter 8 - Global Marketing	"Point of View" Slideshare Presentation
7	Segmentation/Targeting	Target Market/Competitive Analysis
8	Chapter 10 - Market Research Chapter 11 - Customer Relationship Management	Quiz 2: Chapters 6 - 11
9	Chapter 12 - Product/Services	Develop LinkedIn Profile
10	Chapter 13 - Managing Brands	Situation/SWOT Analysis
11	Chapter 14 - Marketing Channels/Supply Chain	Set-up Professional Facebook Page
12	Chapter 15 - Retail	Quiz 3: Chapters 12 - 15
13	Chapter 16 - Integrated Communications	Set-up Youtube.com Channel
14	Personal Selling/Sales Promotion	N/A

15	Chapters 18 & 19 - Pricing	Personal Marketing Plan
16	N/A	Quiz 4: Chapters 16 - 19 Personal Plan Presentations Google Site

Make-up Work

If you know you will be absent during an exam or when assigned work is to be turned in, contact the course instructor as soon as possible so that other arrangements can be made to ensure your educational goals are not adversely impacted. Make-up for any missed exams and assignments must be arranged with the course instructor.

Career Communities

Sinclair students are encouraged to participate in Career Communities. By participating in the Career Community events, you will have opportunities to

- explore and connect with their career and academic goals
- meet students with similar interests by participating in career community events and activities
- engage with faculty members and employers in their career area
- consult with an advisor who specializes in the programs in a particular career community
- understand the resources at Sinclair

Watch for announcements of events.

During the 2016-2017 academic year, the Career Communities are:

- Business & IT
- Liberal Arts & Social Sciences
- Creative Arts
- Public Safety & Justice
- Health Sciences
- Science, Technology, Engineering & Math (STEM)

Please join our **Facebook group** (Sinclair College Career Communities) or **follow us on Twitter** (@sinclairconnect) to stay up-to-date on the latest news and events for the career community!

Sinclair Policies

Sinclair Academic Policies

Visit the links below to view Sinclair policies regarding adding or dropping a course, withdrawing from college, late registrations, change of schedule, administrative withdrawal, student behavior guidelines, safety and security, and other academic policies. Understanding these policies is the responsibility of every student.

- Policies for Academic Progress, Academically Dismissed Students, FERPA Records, Fresh Start [Link](http://www.sinclair.edu/services/basics/registration-and-student-records/policies/): <http://www.sinclair.edu/services/basics/registration-and-student-records/policies/>
- Add/Drop a Course [Link](http://www.sinclair.edu/services/basics/registration-and-student-records/registration/how-to-register-drop-or-add-sections/): <http://www.sinclair.edu/services/basics/registration-and-student-records/registration/how-to-register-drop-or-add-sections/>
- Honor Code and Plagiarism Policies [Link](http://www.sinclair.edu/about/learning/gened/hc/): <http://www.sinclair.edu/about/learning/gened/hc/>
- Student Handbook [Link](http://www.sinclair.edu/services/conduct-safety/student-judicial-affairs/student-code-of-conduct-handbook/): <http://www.sinclair.edu/services/conduct-safety/student-judicial-affairs/student-code-of-conduct-handbook/>
- Policies, Procedures and Services [Link](https://catalog.sinclair.edu/): <https://catalog.sinclair.edu/>
- Disabilities Policy & Procedure Guidelines for Students [Link](http://www.sinclair.edu/services/support/disability-services/): <http://www.sinclair.edu/services/support/disability-services/>

Attendance

Students are expected to be present at all class sessions. It is the students' responsibility to read and understand the class attendance policy or the SinclairOnline course participation policy that will be defined in the syllabus for each course. It is the faculty member's responsibility to define attendance or participation requirements and to monitor and record the students' fulfillment of these requirements. It is a program's prerogative to have specific policies across multiple sections due to the unique requirements of that program. Attendance for traditional classes or participation for SinclairOnline classes may affect final grades, financial aid eligibility, and V.A. benefits.

Educational Support Services

You may be eligible for free educational assistance if you are enrolled for credit. Contact Tutorial Services in the Library (lower level Building 7) or call 937-512-2792. Tutoring information also is available at <http://www.sinclair.edu/services/academic/tutorial-services/>. Tutoring is usually not provided for 200 level courses that have a prerequisite or for Developmental Language Arts and Developmental Math courses in which there are tutors. Tutoring and supplemental instruction are also available through the Tutoring and Learning Center in the Library adjacent to Tutorial Services. Additional information may be obtained by calling 937-512-4506 or by accessing their website at www.tlc.sinclair.edu.

English as a second language (ESL) course information is available in Room 10-231 (or call 937-512-3099). This is in addition to a variety of provided services, including admissions, registration and financial aid assistance for all Sinclair students who have English as a second language.

Administrative Withdrawal

You may be **administratively withdrawn** from a class by your instructor for nonattendance. He or she must advise you in writing **at the first class meeting** what attendance record would constitute cause for administrative withdrawal. If you do not attend the first class, it is your responsibility to obtain a copy of all materials distributed at the first class meeting.

You may also be administratively withdrawn from classes as a result of a **student judicial affairs hearing** with the Manager, Student Judicial Affairs or the Student Judicial Affairs Hearing Panel. Administrative withdrawals may be made when it has been determined that your presence on campus is potentially detrimental to the college, faculty, staff, students or yourself.

Safety and Security

You may access the Sinclair Police website at <http://www.sinclair.edu/services/conduct-safety/public-safety/> for information on safety, crime reports/statistics, the department's annual report, and other services. For more information, contact the Sinclair Police Department in Building 7, Room 7112 or call 937-512 2534.

Academic Advising Center

You are encouraged to meet with an academic advisor early in your studies at Sinclair. Academic advisors are available to assist you in understanding your degree requirements and academic policies, selecting courses, and transferring to other institutions. In addition, prior to taking any action that will impact your schedule, (e.g., dropping or adding a course) it is **strongly** recommended that you see your academic advisor. All advisors are located in the Academic Advising Center, Room 11-346. The Advising Center phone number is 937-512-3700.

Other Counseling

Counseling Services

Room 10424

937-512-3032 Student Support Services

Room 11342

937-512-3550

Testing Center

Exams are administered on a walk-in basis only at the Testing Center in Room 10445. You must present a Tartan ID Card, driver's license, or state issued photo ID at the time of testing. You may have to wait during peak periods (lunchtime, after 4 p.m., midterms, and finals). You may call the Testing Center at 937-512-3076 to verify that your exam is on file and ready to be administered. Children are not permitted in the Center and may not be left unattended in the lobby. Please visit the website at <http://www.sinclair.edu/stservices/enrl/testing/index.cfm> for additional information.

Sinclair Semester Dates

Click the link below to view important semester dates such as registration deadlines, payment deadlines, start and end dates for the semester as well as the last day to withdraw with a refund and the last day that withdrawal is allowed.

To learn more, follow this [Link](#):

<http://www.sinclair.edu/stservices/rsr/dates/index.cfm>