# MOHAWK VALLEY COMMUNITY COLLEGE
# UTICA AND ROME, NEW YORK
# Center for Social Sciences, Business and Information Sciences
# Course Syllabus Fall 2012

**BM 120 Principles of Marketing** **C-3, P-0, Cr-3**

**Course Description:**

Prerequisite: None

This course emphasizes the basic practices, concepts, and activities involved in developing a successful marketing program. Areas of study include: buyer behavior, market identification, product development, distribution, promotion, pricing and the uncontrollable factors (economic, social, political, legal and technologic) that are involved in today's changing marketing environment. Students will be evaluated on the basis of exam, case studies and other assignments.

**Class Room: IT-119 CRN#:15986**
**Class Time: Monday, Wednesday, & Friday 10 – 10:50am**
**Office Hours: Tuesday and Thursday11:00-12:15 pm, and Monday 8:10-9:50 am**

**Professor:**
**Justin Wilcox, Assistant Professor**
**Office: Payne Hall 336**
**Office Phone: 792-5319**
**Email: justin.wilcox@mvcc.edu**

**Professors Profile:**
Prof. Justin Wilcox holds an MBA degree in Technology Management with a concentration in marketing and e-commerce from the State University of New York - Institute of Technology at Utica / Rome. One of my recent publications is with the American Marketing Theory and Practice Association, entitled "Service Quality Experiment of Leisure Cruises"(2011).

**Grading:**
**Homework Assignments 10%**
**Quizzes 10%**
**First Exam 10%**
**Second Exam (Midterm) 15%**
**Third Exam 10%**
**Final Exam 15%**
**Case Study 20%**
**Class Attendance and Participation 10%**
**Total 100%**

**Course Materials:**
Required Text: Marketing, Grewal & Levy McGraw-Hill/Irwin, 3rd edition, ISBN # 978-0-07-802883-0

**Student Learning Outcomes:**

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

1. Demonstrate knowledge of the marketing system, the marketing concept, and the factors influencing them
2. Analyze the various aspects of buyer behavior in a variety of markets
3. Demonstrate understanding of the processes of market research; the basic methods used
4. Demonstrate a fundamental knowledge of marketing management
5. Formulate an understanding of basic steps in a successful marketing program
6. Contrast the phases in the product development process and product life cycle
7. Distinguish the elements of a good distribution program and the types of wholesale, retail, and non-store outlets used

**Major Topics:**

- Overview of Marketing & The Marketing Environment
- Global Marketing
- Consumer Buying Behavior
- Business-to-Business Marketing
- Market Segmentation
- Marketing Research
- Product Planning
- Product Strategies

**Tentative Course Schedule:**

| Week | Chapter | Dates | |
|---|---|---|---|
| 1 | 1 | August 20, 22, & 24 | |
| 2 | 2 | August 27, 29, & 31 | |
| 3 | 3 | September 5 & 7 | September 3 NO CLASSES |
| 4 | 4 | September 10, 12, & 14 | Exam #1 September 14 |
| 5 | 5 | September 17, 19, & 21 | |
| 6 | 6 | September 24, 26, & 28 | |
| 7 | 7 | October 1, 3 & 5 | |
| 8 | 8 | October 10 & 12 | October 8 NO CLASSES<br>Exam #2 (Midterm) October 12 |
| 9 | 9 | October 15, 17 & 19 | |
| 10 | 10 | October 22, 24 & 26 | |
| 11 | 11 | October 29, 31 & November 2 | |
| 12 | 12 | November 5, 7 & 9 | Exam #3 November 9 |
| 13 | 13 | November 12, 14, & 16 | |
| 14 | | November 19 | November 21 & 23 NO CLASSES |
| 15 | 14 | November 26, 28 & 30 | Case Study Project Due November 28 |
| 16 | 15 | December 3, 5 & 7 | Exam #4 TBA |

* The instructor reserves the right to modify this tentative schedule throughout the semester if necessary.

**Academic Integrity:**
Students enrolled in BM-120 are expected to read and to comply with the code of academic conduct outlined in the MVCC Student Handbook. Engaging in dishonest or unethical behavior in this class will result in a letter grade of F and the student(s) will be referred to the Dean of the Center for Social Sciences, Business, and Information Sciences. Any question regarding academic integrity please see the professor.

**Exam and Quiz Policy:**
There are four examinations – please see the tentative course schedule. These exams will be comprehensive and comprised of multiple choices, true or false, and short essays. Short quizzes will be given throughout the semester to ensure learning quality and provide feedback on how well you have mastered the topics discussed in the class. These quizzes are designed to offer students self-assessment processes for their learning. No makeup exams or quizzes will be given without proper documentation and approval from the professor. If a student misses an exam, a zero grade is granted to the missed exam or quiz if arrangements for the missed exam or quiz have not been set up prior. Any student needing the assistance of a personal translating devise must request approval prior to the examination. (No personal translation with any type of storage or memory will be allowed!) No unapproved electronic devises may be used during tests or quizzes.

**Homework Assignments**:
Homework assignments will be given periodically throughout the semester. Students will usually be given one week from the date the assignment was given to complete the work. These assignments can be completed with the collaboration of small groups. Teamwork is part of marketing and becoming a good marketing manager. Therefore, the instructor encourages students to work together and share ideas. On the other hand, teamwork does not include taking thoughts or expressions without disclosing properly. Although the instructor permits homework assignments to be done with other students of the class, each student must disclose on the homework assignment that he/she has collaborated with others and specify name(s) of these individuals. Working together should not form identical responses; it basically should form similar thoughts and a higher level of thoughts pertaining to the topic. All homework assignments are to be word-processed and no hand-written assignments will be accepted. No homework assignments will be accepted after the due date. Failure to submit homework assignments on time will result in a zero grade for the assignment.

**Individual Case Study:**
Each student in the class will be assigned a company. Each student's will then research the company, and formalize a written report that will be submitted to the instructor as well as a presentation for the class. These cases will be selected from the textbook. Written submissions will be collected on November 28, at the start of class. A presentation will also be completed for each group during class time and each student is expected to present their findings for 10 to 12 minutes. Following the presentation, there will be a question-and-answer period for the professor and the class to ask questions related to the presentation. This presentation should be presented in a very professional environment. More detailed information regarding the group case study project will be described in the first two weeks of class. No makeup presentation or late paper will be accepted.

**Class Attendance and Participation:**
Class attendance is taken during the first five minutes of class. After the first 5 minutes the classroom door will be lock and no student will be allowed to enter. If a student exits the class for any reason during the scheduled class the student will not be allowed to reenter the classroom. This is done to ensure a positive learning environment and diminish distractions. Class attendance is important and I require students to check in via email or phone if they are unable to attend a class. Each student is expected to become involved and share marketing ideas/work experiences with the class. The method of instruction partially relies on students' class participation. Ten percent of your grade is compiled from the student's attendance and class participation.

**Cellular Phone, and Pagers:**
Cellular phones and any other communication devises must be turned off during class lectures. If a student is caught talking on a cell phone or text messaging during class time they will be asked to leave the classroom for the remainder of the class.

**Extra Credit:**
No requests for additional work or arrangement will be accepted by the instructor for extra credit to fulfill and/or enhance a student's course performance.

**Class Cancellation:**
All students are encouraged to provide their day-time phone numbers and e-mail addresses on an emergency phone list that will be provided so students can be contacted or notified in the event of any class cancellations. The instructor and/or the center secretary will try to contact students when class is cancelled. Students are also encouraged to check the website for class cancellations.

**Sustainability Statement:**
Mohawk Valley Community College is committed to the development and implementation of a comprehensive sustainability plan. To that end, we are beginning by asking students, faculty, and staff to actively participate in energy conservation measures and proper recycling on campus. The blue bins located in classrooms, and offices are for paper and paper products only. All plastic, metal and glass containers should be placed in the proper recycling bins located in the hallways. Please remember to empty them before depositing them. Any materials that cannot be recycled should be place in garbage cans. It is also important to turn off lights and computers when leaving a room. Together we can make an impact on conserving our resources. Remember to reduce, reuse and recycle!

**Academic Affairs DGV Statement:**
Four years ago, MVCC initiated a program titled "Diversity-Global View" (DGV), which gave each of our graduates a chance to participate in educational experiences designed to increase awareness of intercultural perspectives. Our goal in doing so was to enhance our students' understanding of the realities faced by individuals as a result of their race, ethnicity, cultural background, gender, sexual orientation, socioeconomic status, academic abilities and interests, age, religious beliefs, and physical ability. To that end, all graduates who matriculated into programs in the fall 2008 or more recently, or who have changed their major since 2008, are now required to complete the DGV components associated with the degree or certificate program in which they are enrolled. For more information please visit http://www.mvcc.edu/students/registration/dvgrequirement.cfm.

**Disability Accommodations:**

I would appreciate hearing from anyone in the class who has any type of disability (e.g., physical, learning, psychiatric, vision, hearing, etc.) which may require some special accommodation. Please see me during my office hours so that we can discuss your needs. Before services can begin, you must also contact Tamara Mariotti Coordinator of Disability Services, the Learning Disabilities and Assistive Technology Specialist, 731-5702; both are located in Room 153 of the Academic Building on the Utica Campus. They are the staff members who review documentation, determine eligibility for accommodations, and decide what those accommodations will be.

**MVCC Civility**

Mohawk Valley Community College is committed to civility in and out of the classroom. Everyone has the right to an environment that is conducive to learning. With that commitment in mind, conduct in the classroom is governed by the Student Code of Conduct which can be found in the Student Handbook and online. MVCC chooses respect for all individuals and classroom disruptions will not be tolerated.