



## **COURSE SYLLABUS**

Please read the following course syllabus carefully, especially the course dates, times and location. If you have any questions, please do not hesitate to communicate with the IDEAL Program office, your academic advisor, or the instructor.

The IDEAL degree-completion program is designed with the adult learner in mind. Adult learners approach learning with specific goals, want to be able to directly apply new learning to their work and personal lives, and tend to learn best when the coursework is problem-centered so that they are actively engaged in the learning process. In addition, adults bring rich and varied experience to the classroom, which becomes a valuable learning resource for other students.

The IDEAL Program assumes joint responsibility in the learning process. The activities and assignments in the courses build on the shared experience of all learners in each class. This is why each student's preparation, participation and interaction in class activities and discussions are critical to the success of each course. The accelerated format of each course requires a significant amount your time outside the classroom to prepare for and complete the course assignments. This varies between students and courses; however, students typically spend nine-twelve hours per week on course material.

To participate in the IDEAL Program, it is expected that you will do the following:

1. Attend every class session. Be on time.
2. Obtain the required course materials prior to the first class session.
3. Complete the first assignment prior to the first class session and all subsequent assignments to the best of your ability.
4. Participate in the class discussions and demonstrate respect and consideration to the instructor and other students when they express themselves in discussion.

If you cannot perform these four expectations, it is recommended that you drop the course. We look forward to your academic success in each course and the ultimate completion of your degree.

## MKTG 305 PRINCIPLES OF MARKETING

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### MKTG 305 PRINCIPLES OF MARKETING

**Semester:** Summer 2014 – Saturday  
**Dates:** May 17, 2014– July 5, 2014 (8 weeks)  
**Time:** 9 Am - 12PM  
**Location:** Bridgeport Campus

**Text Title:** Marketing: An Introduction 12<sup>th</sup> E, Edition  
**Authors:** Kotler and Armstrong  
**ISBN:** 978-0133451276  
**Publisher:** Prentice Hall

**Professor:** Thomas P Paterna  
**Email –** tpaterna@bridgeport.edu  
**Phone** 203-410-1692  
**Conference Hours:** Available to schedule by phone /e-mail.

#### **Course Description:**

This course examines the basic marketing principles practiced by modern organizations including product development, distribution, promotion and pricing. It is the foundation course for upper-level marketing courses.

Prerequisite Courses: None

Course Code: BC, BUS, BUSM

#### **Learning Outcomes:**

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

Students will gain an understanding of the role of marketing in a business organization and an appreciation of how the marketing of goods and services improves the quality of life of individual consumers.

Students will be able to identify and understand the interrelationship of all activities involved in the marketing management process. Students will also learn how to conduct marketing research and to understand its role in the planning of effective marketing strategies.

Students will gain a comparative understanding of domestic and international marketing.

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### Assignments:

**CANVAS:** There will be questions posted weekly. All students are required to participate- **weekly** in our on-line discussion board.

**First Assignment:** Page 33, Discussion Questions 1-1, 1-2, 1-3, 1-4, 1-5, (Answer all 5 questions). Typed responses only will be accepted. Please post your responses on CANVAS.

### One short paper (3-5 pages)

**35%**

Write a paper where you analyze an article pertaining to marketing strategy of a company. You need to incorporate material from the first module's lecture and chapter's 1 & 2 of the text. I am available to review articles before submission but that is not a requirement.

You will be graded on the following parameters:

15 points for spelling, grammar and presentation of paper

15 points for originality of content and article choice

10 points for length of paper (2-3 pages) and proper citation of article source

60 points for proper use of terminology and concepts from course that apply to the role of marketing in a business organization, the interrelationship of all activities involved in the marketing management process or marketing research and how it helps a company/person to understand its role in the planning of effective marketing strategies.

### Final Term Project (approx. 10 pages)

**40%**

Create a marketing plan for a product or service of your choice. Plan should include (but not be limited to:

- Executive Summary
- Current Marketing Situation
- SWOT analysis
- Objectives and Issues
- Action Program and Desired Outcomes
- Financials and Budgets need not be developed for this exercise

Points will out of 100 and be assigned as follows:

15 points for spelling, grammar and presentation of paper

10 points for length of paper (8-10 pages) and proper citation of sources

15 points for originality of content and application of course material

25 points for SWOT analysis and support

35 points for proper use of terminology and concepts from course

### Presentation

**25%**

**Course Plan Outline**

**May 17<sup>th</sup> Learning Unit 1**

**Introduction Chapters 1&2**

**Marketing: Creating and Capturing Customer Value**

**Company and Marketing Strategy: Partnering to Build Customer Value and Relationships**

**May 24<sup>th</sup> Learning Unit 2 Chapters 3&4**

**Analyzing the Marketing Environment**

**Managing Marketing Information to Gain Customer insights**

**May 31<sup>st</sup> Learning Unit 3 Chapters 5&6**

**Understanding Consumer and Business Buyer Behavior**

**Customer – Driven Marketing Strategy: Creating Value for Target Customers**

**June 7<sup>th</sup> Learning Unit 4 Chapters 7&8**

**Products, Services, and Brands: Building Customer Value**

**New Product Development and Product Life – Cycle Strategies**

**June 14<sup>th</sup> Learning Unit 5 Chapters 9&10**

**Pricing: Understanding and Capturing Customer Value**

**Marketing Channels: Delivering Customer Value**

**June 21<sup>st</sup> Learning Unit 6 Chapters 11&12**

**Retailing and Wholesaling**

**Engaging Customers and Communicating Customer Value: Advertising and Public Relations**

**June 28<sup>th</sup> Learning Unit 7 Chapters 13 &14**

**Personal Selling and Sales Promotion**

**Direct, Online, Social Media, and Mobile Marketing**

**July 5<sup>th</sup> Learning Unit 8 Chapters 15&16**

**The Global Marketplace**

**Sustainable Marketing: Social Responsibility and Ethics**

**Final Papers/Presentation**

**Marketing 305 – Intro to Marketing**

**Topics for Final Project**

Choose any **one** of the following topics as your final project

A.)You are the product – give me a marketing plan that sells you.

-Target Customer: How you picked them & Why?

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- Your positioning
- Value/Price – How would you establish this for your product?
- What is the market?
- Where is the market?
- Competition?

B.) Same as above, but, pick another product.

C.) Take a company/product and show how it uses the 4 “P’s”:

- Describe product attributes; what needs are fulfilled by this product/service.
- What price range(s) are targeted by this item?
- What market is this product aimed at?
- How is this product distributed?
- Who carries this product?
- Where can it be found?
- What type of promotions does this company use? Show examples.

D.) Analysis of a product:

- What makes it a good product to market?
- What is the market environment?
- Strengths of the company
- Weaknesses of the company
- Opportunities for the sale of the product/service
- Threats to the business

E.) Conduct a price survey of a product or service:

- Pick your product
- Determine what stage in the product life cycle is this product.
- Obtain information on prices being asked for that product from various places
- Get pricing information for similar products
- Develop reasoning and support material for reasoning on differences for prices
- Compare price to value.
- How is the price related to quality of product? What do you think the product cost to make/supply is and how much profit do you think (or show the profit) the company makes from this product.

## ACADEMIC POLICIES

### Attendance Policy

Classroom attendance is an integral part of the academic experience; therefore, students are expected to attend all class sessions. If an absence is unavoidable, the student, prior to class, should communicate with the instructor.

Arrangements should be made at that time for submission of any missed assignments. It is also expected that students arrive on time and not leave until the class is dismissed. Tardiness will result in a reduced grade for the course. If you cannot attend every class session you should consider dropping the course.

**IMPORTANT:**

- Missing one class session will drop the final grade by one letter grade (for example if a student earns a grade of “B” in the course, the final grade would be a “C”).
- Missing two or more class sessions will be cause for a failing grade.
- Note: For 15-week courses; missing two class sessions will result in a letter grade drop and three or more will cause a failing grade.

**Drop Procedures**

To drop a course, you must complete and submit a Schedule Change Request Form. The form can be accessed at the IDEAL Course Schedule webpage: <http://www.bridgeport.edu/academics/continuinged/ideal-academic-degree-programs-and-certificates/ideal-course-schedule/>.

Please print and complete the form and fax the form to the IDEAL Office: 203-576-4537. Prior to dropping a course, the student should contact their IDEAL Academic Advisor to understand the implications to financial aid and/or degree plan progress.

Please review the drop fees and tuition refunds at the Academic Calendar; accessed at the IDEAL Course Schedule webpage (same link above).

**Cell Phones**

Cell phones must be turned off (or placed on “vibrate”) while in the classroom. A cell phone call is disruptive and disrespectful to the other students in the class.

**Academic Dishonesty**

The IDEAL program prohibits all forms of academic dishonesty. Academic dishonesty is normally defined as, but not limited to, the following two categories:

Cheating – Using inappropriate sources of information in an assignment or on a test. The following are examples of cheating taken from real student experiences:

Case #1: A student is enrolled in an introductory psychology course. He has co-workers who have taken the same course. As the end of the course approaches, he wonders how he will find the time to get the research paper finished, and asks one of his co-workers for help. His co-worker hands him a research paper that he submitted in a similar course. The student makes minor modifications to the paper, and submits it under his own name.

Case #2: A student enrolled in a humanities course is unsure about how to structure an essay. She is doing research on the World Wide Web, and comes across an essay written by a student from another university.

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Using her computer mouse, she copies and pastes the essay into her word processor. She goes to great lengths to re-word the paper in her own style, but essentially leaves the content and organization the same.

Plagiarism – Intentional as well as unintentional failure to acknowledge sources as well as the use of commercially available so-called “research papers” without full recognition of the source. Presenting as one’s own, the ideas, words, or products of another. The following are examples of plagiarism taken from real student experiences:

Case #3: A student is conducting research for a Civil War research paper. He has reviewed work on the Internet. Finding helpful information, he has summarized his findings without citing his sources. He believes that minor paraphrasing is all that is necessary.

Case #4: A student is writing a paper that requires her to address specific topics and problems in the assigned course textbook. She takes the information directly from the textbook with slight modification, without giving any citation. She thinks that since it is the course textbook, she doesn’t have to use quotations or citations.

Academic dishonesty applies to all courses, assignments or exams completed by students and submitted as their own original work, whether in person or by electronic means. The University does not tolerate cheating in any form. It is a serious breach of conduct with serious consequences. Instructors have the right to determine the appropriate penalty for academic dishonesty in their own courses; generally, however, such acts will result in a failing grade for the assignment and/or the course. The penalty for subsequent acts of academic dishonesty may include expulsion.

More information on how to recognize plagiarism can be found at this site:  
[http://www.indiana.edu/~istd/plagiarism\\_test.html](http://www.indiana.edu/~istd/plagiarism_test.html)

### **Ethics Statement of Confidentiality**

An integral component of an IDEAL course is student and faculty expression of personal experiences for the purpose of facilitating coursework. Students enrolled in the program are expected to honor confidentiality as it pertains to student disclosure. Shared information, comments, or opinions expressed by another student or the faculty member during the course of classroom discussion should never be used in a manner which is intended to humiliate, embarrass, harass, damage, or otherwise injure other students in their personal, public, or business lives. In addition, confidentiality must be upheld by not disclosing any information that would identify any particular individual.

### **ACADEMIC RESOURCE CENTER**

The Academic Resource Center is available for IDEAL students seeking help in their studies. The Center is staffed by writing professionals and peer tutors. More

information can be found at: <http://www.bridgeport.edu/pages/2209.asp> The Center is located on the 5<sup>th</sup> Floor of the Wahlstrom Library. Make an appointment or walk-in: Telephone: 203-576-4290. **Online Tutoring** is available at: [www.etutoring.org](http://www.etutoring.org). To use this free service you must have a UBNet account.

### **Obtaining a UBNet Account**

Every registered student should obtain a UBNet Account. The account allows you to access MyUB; the portal for grades, library services, Canvas online learning system. Also, the account allows you access to computers in the Library and computer labs, and provides an email account in which the University sends out information. Go to: <http://www.bridgeport.edu/ubnet> - Click on "New UBNet Account" and follow the instructions.

The @bridgeport.edu email address is the official email the University uses to send information to you. You can have your bridgeport.edu email forwarded to any other private email account you use. Following the activation of your UBNet account (takes 24 hours), login at: <http://www.bridgeport.edu/email> and click on "forwards" at the top of the page. Follow the directions to forward email messages to your other account.

### **Learning Management System (LMS) - Canvas**

For all courses that use Canvas, you can access Canvas through the portal by using the myUB link. Faculty post class documents on Canvas e.g. syllabus, power points, discussion questions, case studies, current event articles, papers, reports etc. (save some trees). All students have access, and can download and copy the documents.

#### **Canvas Tutorial For**

**Students:** <https://bridgeport.instructure.com/courses/985903>

**For assistance** contact the UB Help Desk at 203-576-4606 or email [helpdesk@bridgeport.edu](mailto:helpdesk@bridgeport.edu) <https://bridgeport.instructure.com/courses/829447/>

### **Accessing Your Grades & Schedule Online**

The WebAdvisor online information system allows students to search for available classes, check grades, view semester class schedule and verify your personal profile. Grades are generally posted 2-3 weeks following the end of a course. To access WebAdvisor, login in to MyUB and follow the WebAdvisor menu on the right. If you are carrying a financial balance, access to WebAdvisor will be restricted.

### **Using the Library**

Access to the Digital Library is through MyUB. On the MyUB home, in the central column, click on "myEureka Digital Library." Research tools available:

- Search for books held at the library.
- Search the online databases for your academic field; business, counseling, human services, psychology, etc.

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- Send questions to the Reference Librarian for assistance in research topics and searching strategy.

### Using Computers

Open access computer labs are available at three locations:

- Bridgeport – 1<sup>st</sup> floor of the Wahlstrom library. Check library hours of operation at:  
<http://www.bridgeport.edu/library>.
- Stamford – Room D; Check open hours at:  
<http://www.bridgeport.edu/stamford>
- Waterbury – Computer Lab; Check open hours at:  
<http://www.bridgeport.edu/waterbury>

### Course Cancellations

Any emergency necessitating the canceling of courses will be announced by the University through the Emergency Notification Telephone Line, (203) 576-4159. Please call this number for information on course cancellations. Also, information will be posted under “Latest News” on the UB home page, ([www.bridgeport.edu](http://www.bridgeport.edu)). Canceled classes will be made up either the week following the end of the course or in consultation between the instructor and the students as to day and time availability. Course cancellations are also announced on television and radio stations.

### IMPORTANT CONTACT INFORMATION

Office	Telephone	Email
Bridgeport Campus Security	(203) 576-4911	ubsecurity@bridgeport.edu
Bursar	(203) 576-4692	sfs@bridgeport.edu
Cashier	(203) 576-4682	sfs@bridgeport.edu
Financial Aid	(203) 576-4568	sfs@bridgeport.edu
Registrar	(203) 576-4635	registrar@bridgeport.edu
Emergency Notification Phone	(203) 576-4159	
IDEAL Office	(203) 576-4800	idealinfo@bridgeport.edu

### CAMPUS CONTACT INFORMATION

Campus	Address	Telephone	Email
Bridgeport	126 Park Avenue Bridgeport, CT 06604	(203) 576-4800	idealinfo@bridgeport.edu
Stamford	5 Riverbend Drive Stamford, CT 06750	(203) 358-0700	ubstamford@bridgeport.edu
Waterbury	84 Progress Lane Waterbury, CT 06705	(203) 573-8501	ubwaterbury@bridgeport.edu

Directions to IDEAL Campus locations	<a href="http://www.bridgeport.edu/pages/2260.asp">http://www.bridgeport.edu/pages/2260.asp</a>
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To fill out your financial aid report to the Federal Government, please go online to [www.fafsa.ed.gov](http://www.fafsa.ed.gov). The school code for the University of Bridgeport is **001416**.

Federal Student Aid Information: 1-800-433-3243.