



CARTHAGE
COLLEGE

MARKETING 3130 – Marketing Principles

Spring, 2017

PROFESSOR: Theodore A. Ruffalo, MBA
Adjunct Professor of Management & Marketing
(262) 705-8919 Cell
truffalo@carthage.edu

OFFICE HOURS: By appointment

REQUIRED TEXTS: *Principles of Marketing (16th Edition)*, by Kotler and Armstrong 2016

COURSE DESCRIPTION: The primary purpose of this course is to provide an overview of the discipline of marketing, both as a philosophy of business and most importantly as a process that includes:

1. Assessing the marketplace
2. Understanding the consumer/customer
3. Segmentation & targeting the market
4. Creating value (Product)
5. Capturing value (Price)
6. Delivering value (Place/Distribution)
7. Communicating value (Promotion)

LEARNING OBJECTIVES

After completion of the course, students will be able to:

1. Analyze a marketplace.
2. Identify important sources of information when developing a situational analysis.
3. Identify customer needs/wants and identify viable target markets.
4. Identify and apply the 4 P's of marketing.
5. Write a professional "Boardroom Quality" marketing plan.
6. Apply marketing concepts and strategies to offer sound solutions to real world marketing problems.
7. Learn how to create a Strategy Articulation Map (SAM).
8. Work in teams to complete marketing objectives.

COURSE REQUIREMENTS AND GRADING:

Class Participation (10%):

- Students are expected to complete the readings before class and be prepared to participate in class discussions.
- Additional writing and reading assignments based on current events.
- Other assignments as required
- Students that attend *all classes* will receive additional points, up to 5% beyond the 10% allocation (the

instructor reserve the right to approve an absence for an emergency).

Definition written assignments (10%):

Students will write one paragraph explaining each of the end of chapter key terms in *their own words* (a personal example of the concept is acceptable) and be prepared to discuss them in class.

- Writing assignments are due at the beginning of each class as outlined in the schedule and will not be accepted after class starts.

Chapter Quizzes (10%):

Class quiz will be given at my discretion, be prepared to take one every class. This is to ensure that core concepts are understood and chapter readings are being conducted.

- Multiple choice, short essay, and or short answer.

Exams (20%):

Exam will cover in-class material, readings, and writing assignments.

- Multiple choice and short answer
- Missed exams result in a “0” unless the absence is excused and rescheduled.

Individual business observation and Paper (20%):

We will be taking two field trips (10% each) to local businesses so you can see marketing concepts at work. You will be required to write an observation paper for each of the trips. It’s highly recommended you have the writing center review your work.

- Each paper will be a *minimum* of 800 word.
- Double spaced.
- Uploaded on eLearning.
- Printed and turned in on due date.

Team Project 2 (30%):

Marketing Plan (25%): Team of three-five students will prepare a “Boardroom Quality” marketing plan for a vendor of the Kenosha HarborMarket (local farmers market). This is a real-world project affecting a local business entrepreneur and a potential portfolio item for you – performance expectations will be high. Details on how this project will be executed, guest speakers, and how the vendor will be selected will be discussed in class and posted on eLearning. More information: <http://kenoshaharbormarket.com>

Team Presentation (5%): Teams are required to complete a final presentation explaining your proposed plan. All students are required to participate and speak for credit (no exceptions).

Locating Course Documents – Coursework (eLearning)

Required texts are available in the campus bookstore. Additional resources can be found on the Coursework (eLearning) site.

Grading:

A	90 – 100	98 – 100 (A+)	90 – 97 (A)
B	80 – 89	88 – 89 (B+)	80 – 87 (B)
C	70 – 79	78 – 79 (C+)	70 – 77 (C)
D	60 – 69	68 – 69 (D+)	60 – 67 (D)
F	0 – 59		

COURSE METHODS:

The learning format for this course will include a variety of instructional methods. The class will be dependent upon the full participation of the students. Each student is expected to share experiences or ideas that will enrich the class. Assigned readings should be read before the class session meets, and students should be prepared to discuss and apply the readings during class. Student will be expected to apply what they learn to the class discussion and all assignments. Naturally, students come to this class with varying degrees of experience and skills, creating different levels of ease and ability. The instructor will prepare the students for the assignments through discussion and assigned readings.

Instructor Responsibilities

- Develop discussion and exercise materials
- Arrange for supplemental materials as needed
- Read and comment on student assignment
- Evaluate student work and provide feedback
- Be available to respond to questions by individual students

Student Responsibilities

Reading Materials: Each student is asked to read thoroughly, reflect upon and assimilate all the required readings assigned prior to each session of the course as indicated in the “Class Schedule and Readings” table in the syllabus.

Other Requirements

- You are required to attend and participate in all class sessions.
- Share ideas, learning, and experiences with the class.
- Complete all assignments
- Provide feedback on identified learning needs as the course progresses

Plagiarism – The submission of work done by another with the intent that it be viewed and evaluated as one’s own. Thus, copying on an examination, turning in a paper or homework assignment done by someone else, intentionally using or presenting false data, and making extensive use of sources without acknowledging them are all interpreted as acts of plagiarism. Students caught plagiarizing will automatically receive a failing grade on the assignment and or dropped from the class depending on severity.

Incompletes – A grade of Incomplete is given at the end of the semester only when a student has discussed the matter with his/her instructor and there are extenuating circumstances that clearly justify an extension beyond the requirements established for the other students in the class. If the student does not meet the agreed deadline for the submission with an incomplete, the grade can automatically will become an “F.”

UNIVERSITY POLICIES AND CALENDAR

Key University Dates from the Academic Calendar (<http://www.carthage.edu/academics/calendar/>):

Statement on Disability

Students with special needs (physical handicaps, learning disabilities, English as a second language)

should identify themselves so that appropriate arrangements can be made. Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. Any student who feels he or she may need an accommodation based on the impact of a disability should contact Diane Schowalter, the campus Learning Specialist in the Advising Center (x5802.) This information will be kept confidential. Accommodations need to be requested in advance and will not be granted retroactively. Students should notify the instructor as soon as possible if they have been granted an accommodation.

Statement on Officially Excused Absences

When a student is absent from class: (1) due to a medical issue that has been confirmed by a doctor and/or the Dean of Students' Office; or (2) because of participation at an official Carthage event as part of their membership in a Carthage organization or membership on a Carthage athletic team, instructors are expected to make reasonable accommodations that allow students to address missed class time and/or missed work related to their absence. Any faculty/staff member sponsoring a Carthage event that requires students to be away from class is expected to notify instructors in advance. Students participating in these events are expected to make arrangements in advance to make up missed work. If an instructor has any questions about what constitutes reasonable accommodations, please consult with either your department chair or your division chair for clarification.

Student Support

Support is available for students through the Center for Student Success (<http://www.carthage.edu/student-success/>).