

**NORTHEASTERN TECHNICAL COLLEGE
COURSE OUTLINE**

COURSE:	PREFIX NO.	EFFECTIVE DATE	NEXT REVIEW DATE		
MKT	101	Spring 2011	Spring 2012		
TITLE:	CREDITS	CONTACTS			
		CLASS	LAB	TOTAL	
Marketing	3	3	0	3	

PREREQUISITES: None

DESCRIPTION: LEVEL I: This course covers an introduction to the field of marketing with a detailed study of the marketing concept and the processes of product development, pricing, promotion, and marketing distribution.

LEVEL II: This course covers the concepts of the nature and purpose of marketing, marketing environment, marketing research, understanding consumer needs and behavior; segmenting, identifying, and targeting markets; and the development, pricing, placing and promotion of goods and services.

TEXTBOOK(S) OR ALTERNATIVE: Lamb MKTG 4 2011 Edition

COLLATERAL READING: Current Events

CLASS MANAGEMENT ACTIVITIES (Attendance, tardies, testing, etc.):

Absences: Twenty percent will be the maximum allowed. After the first five there will be no curve as related to the grades. After this number the student is required to have a conference with his/her advisor and guidance counselor on their first day back at school. There are no excused absences except those verified by other instructors for field trips or school related assignments. A student with a doctor's excuse will be able to make up work, but the absence is still counted toward the twenty percent.

Tardies: A student is tardy if he/she arrives for class after the instructor has checked the class roll. Three tardies will count as one absence. Any student who shows up for class more than ten minutes late will be counted as absent for that class. Any student who is tardy more than eight times will be dropped from the class.

Assigned Work: If an assignment is given to the class while a student

is absent, he/she is required to turn in the work on the first day back in class.

Academic Honesty: During a test, as well as on any written assignment, paper, or project, anyone determined to be exchanging information or copying someone else's work will be given a grade of "0" on that work and will face further disciplinary action. Collusion is defined as the unauthorized collaboration with any other person in preparing work offered for credit. This, as well as plagiarism, the appropriation of any other person's work and the unacknowledged incorporation of that work in one's own work offered for credit, will also be subject to a grade of "0" on the work and further disciplinary action. Please refer to the Student Code Book, "Academic Dishonesty" section.

Classroom Etiquette: An integral part of an education is developing a sense of integrity and responsibility not only toward ourselves but also toward others. In the classroom, as on the job or in your home, exhibiting appropriate behavior reflects on your maturity. Arriving late to class, being unprepared, inappropriate talking while class is in session, etc. negatively reflects on you and your fellow students. Please be considerate.

Disabilities Statement: Students with disabilities are encouraged to contact the Vice President for Student Services to discuss needs or concerns as they pursue an academic program and participate in campus life. The Vice President for Student Services will provide guidance regarding official documentation of disabilities and/or accommodation of needs. (See *College Catalog*)

Student ID: It is mandatory that every student wear his/her student ID at all times when on the Cheraw campus.

During the first week of classes the instructor will issue a reminder to wear the ID. This reminder is a warning.

After the first week of classes, instructors are required to dismiss student without ID from class. The student may get his/her ID (or the student may go to Student Services and get a temporary stick on ID for one day for \$1.00 or a permanent one for \$3.00) and return to class before the midpoint of the class. If the student cannot get an ID and return to class by

the midpoint, the instructor will record the absence.

RESOURCES (A-V, persons, tools/equipment):

**COURSE TOPICAL OUTLINE (List topics and sub-topics of course) and
Calendar of approximate length of time devoted to topic.**

- I. The World of Marketing
- II. Product Decisions
- III. Distribution Decisions
- IV. Promotion Strategies
- V. Pricing Decisions

OBJECTIVES OF COURSE:

1. To give the student an in-depth understanding of marketing.
2. To help the student distinguish the many different aspects of the marketing function.
3. To help the student understand the importance of Price, Place, Promotion, Time and Possession Utility as it relates to marketing.

INSTRUCTIONAL METHODS TO COMPLETE OBJECTIVES:

1. Lectures
2. Videos
3. Guest Speakers
4. Class Participation

EVALUATIVE METHODS TO APPRAISE OBJECTIVES:

PROJECT: Each student will be required to market a hypothetical product. Progress on its development will be presented to the instructor each week. The total project will be due a week before the end of the semester. **NO EXCEPTIONS!!!** The project will count 50% of your final grade. Therefore, it must be done with extra care and very thoroughly.

Project must be typed and double-spaced. In-depth chapter outlines will count 50% of your final grade. The more thorough, the better the grade.

Outline the following chapters: Double space with 12 font

Chapter 1
Chapter 6
Chapter 8
Chapter 10
Chapter 13

Chapter 15
Chapter 17
Chapter 18
Chapter 19
Chapter 20

PROJECT GRADING SCALE:

A = 100 - 90
B = 89 - 80
C = 79 - 70
D = 69 - 60
F = Below 59

OUTLINE GRADING

9+ Pages - A
8+ Pages - B
7+ Pages - C
6+ Pages - D
5& BELOW - F