

Syllabus

Course Code: MRKT 101

Title: Introduction to Marketing

Institute: Business and Social Science

Department: Marketing

Course Description: The students will master the fundamentals of marketing and marketing theory. The students will study theories relevant to marketing and the business environment, marketing and the social environment, research, product strategies and development, distribution, promotion, and pricing.

Prerequisites: READ 092, READ 095 or passing score in reading on Basic Skills Test.

Corequisites: None

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

Required Textbook/Materials:

McGraw Hill Connect Master 2.0 online platform

*See information in web advisor in "View Book Information"

*If you are taking an online course, please check with instructor for online syllabus and/or addendum. The required materials may differ from what is listed above.

Additional Time Requirements: For information on Brookdale's policy on credit hour requirements and outside class student work refer to Academic Credit Hour Policy <https://www.brookdalecc.edu/vp-learning/academic-credit-hour-policy/>

Additional Support/Labs:

See <https://www.brookdalecc.edu/academic-tutoring/>

Course Learning Outcomes:

Upon completion of this course, students will be able to:

- Understand the marketing process and the functions it accomplishes.
- Describe the major elements of the marketing process, including the influences of external factors on marketing, marketing planning and research, buyer behavior and market segmentation, product strategy, distribution strategy, promotional strategy, and pricing strategy.
- Understand the relationship among the major elements of the marketing process
- Recognize how the major elements of the marketing process apply to actual marketing concepts and situations.
- Explain how marketing principles relate to international marketing and nonprofit marketing.

Course Content:

COURSE CONTENT AND LECTURE SCHEDULE
Hunt and Mello; First Edition

Fifteen Lecture Schedule

Week	Title
1	Syllabus review Overview of Marketing
2	Value Creation Marketing Ethics
3	Strategic Planning Marketing Environment
4	Global Marketing
5	<i>Exam 1</i> Marketing Research Consumer Behavior
6	Business to Business Marketing Segmentation
7	Targeting Positioning
8	<i>Exam 2</i> Product Branding and Packaging
9	New Product Development Marketing Services
10	Pricing
11	<i>Exam 3</i> Retailing and Omnichannel Marketing
12	IMC Digital Marketing
13	Advertising and Promotion Public Relations
14	Personal Selling Customer Relationship Management
15	<i>Exam 4</i>

**Instructors may alter the lecture schedule as needed to allow for field trips, videos, guest speakers, holidays, college closings, examinations, etc.

Department Policies:

- If late, see instructor at the end of the lecture.
- If out for illness or travel, you must notify the instructor in advance.

Academic Integrity:

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code, Section V, "Academic Integrity Code" as found in the student handbook. The Marketing Department fully supports this regulation.

Incomplete (INC) Grade Criteria: A grade of INC may be assigned for students who have been actively participating throughout the term and approach the end of the term without having completed all the course requirements satisfactorily. A student who receives a grade of INC may continue work to a date determined by the faculty member. If the student completes the work by the determined date, a change of grade will be submitted if appropriate. If the student does not complete the requirements by the established date, the grade will automatically be changed to F.

To be granted an INC, the student must meet the following criteria:

- No more than 2 absences
- Must have taken 3 of the 4 required examinations.
- Must file appropriate forms within the prescribed time
- The deadline will be established on the form

Grading Standard:**TESTING AND GRADING POLICY:**

Tests, homework, completion of Connect assignments, attendance, and class participation are required. This course is divided into four units. Following each unit is an objective (multiple choice) test. All tests will be administered in class. Students must also meet the attendance requirements as outlined in this syllabus.

93% or >	= A
90% - 92%	= A-
87% - 89%	= B+
83% - 86%	= B
80% - 82%	= B-
76% - 79%	= C+
70% - 75%	= C
65% - 69%	= D
<65	= F

Grade Breakdown

Exams	4 Exams Total	50%
Connect Assignments (including Learnsmart, Video and Interactive assignments)		40%
Connect Simulation or group Project		10%

Connect Assignments: You will be assigned a group of assignments in Connect under each topic. The collective total of assignments will be worth 40-50% of your total grade. See your instructor's syllabus addendum for additional information.

Attendance Requirements and Testing Policy:

Students are required to attend all classes; tests must be taken in class on the day and time they are scheduled. Absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of 0. With the instructor's permission, the student may be permitted to take a makeup examination.

Instructors may grant exceptions via **advance arrangements** or for medical, legal, personal or other bona fide reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class is not considered a valid absence.

Expressed in simple and absolute terms, cutting an exam will result in a grade of 0 unless the student has made advance arrangements or produces valid documentation for the absence.

It is crucial to attend each and every class. If you need to miss a class, you must contact your instructor prior to class time, although this will not remove the absence. Any student who misses 3 or more classes or accrues more than 5 lateness's/leaving early will have their final grade lowered one grade level. (For example, from an A to an A-). Accumulating 5 or more absences will result in failure of the course. It is the student's responsibility to obtain missed coursework. If a class is missed, all assignments are still required to be completed by the assigned due date.

****See your instructor's syllabus addendum for additional requirements and policies***

College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [student handbook](#) and [catalog](#).

Notification for Students with Disabilities:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Accessibility Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

Mental Health:

24/7/365 Resources:

- Monmouth Medical Center Psychiatric Emergency Services at **(732) 923-6999**
- 2nd Floor Youth Helpline – Available to talk with you about any problem, distress, or hardship you are experiencing. Call or text at **888-222-2228** or visit the website at <https://www.2ndfloor.org/>

Faculty Counselors:

- Students who need to make an appointment with a faculty counselor can do so by calling 732-224-1822 (non-emergency line) during business hours. Faculty counselors are licensed mental health professionals who can assist students and refer them to other mental health resources.

Diversity Statement:

Brookdale Community College fosters an environment of inclusion and belonging. We promote a safe and open culture, encourage dialogue respecting diverse perspectives informed by credible sources, and uphold the virtues of civil discourse. We celebrate all identities with the understanding that ultimately, diversity, equity, and inclusion cultivate belonging and make us a stronger Brookdale community.

**The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arise.*