

**Kingsborough Community College  
of the City University of New York  
Department of Business  
2001 Oriental Boulevard  
Brooklyn, NY 11235**

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Virtual office hours by appointment  
on Blackboard Collaborate Ultra**

**Fall 2020**

**BA 1400 – PRINCIPLES OF MARKETING (3 credits)**

Section 02: FULLY ONLINE

Prerequisite: BA 1100 – FUNDAMENTALS OF BUSINESS

Consideration of marketing strategy from a customer's point of view. Course deals with principles and practices of the distribution process, including product pricing, promotion, distribution channels, market research, governmental regulations.

Course content: Assessing the marketplace, Understanding the marketplace, Targeting the marketplace, Value creation, Value capture, Value delivery, Value communication

Textbook: Marketing 4<sup>th</sup> edition, Dhruv Grewal & Michael Levy. Publisher: McGraw Hill Irwin.

Course Objectives: At a minimum, upon completion of this course, the student should be able to:

- Identify the reasons for consumer behavior and the marketing forces affecting it
- Analyze the means established for developing consumer demand for a product or service
- Explain the uses and importance of branding, packaging and labeling
- Identify and apply the elements of the marketing mix and their relationship to environmental variables

Online assignments are to be completed on Blackboard by the due date. Late work will not be accepted. Points will be deducted from your final grade for each assignment that is not completed or is late. All work must be typed. Handwritten work will not be accepted. All submissions must contain your full name, class and section. **Your answers to the assignments must be based on the lecture!**

Blackboard grading key: 0 = not turned in, 1 = turned in but not accepted, 2 = accepted.

A grade of "1" can be converted into a "2" by correcting and resubmitting within 72 hours.

Final Grade: Your final grade will be based on the online work presented. Points will be deducted for missing and incomplete work.

94	A
90	A-
87	B+
84	B
80	B-
77	C+
74	C
70	C-
65	D+
60	D
<60	F

Audio recordings of each lecture will be available on Blackboard.

There will be assignments posted for each chapter we will cover, as well as an initial assignment and a final exam/project.

A listing of assignment posting/due dates will be available on Blackboard.

Blackboard: Course material will be posted to blackboard throughout the semester. Please check your Blackboard account daily. For questions regarding Blackboard and student email call or visit the Student Help Desk at L-106 phone: 718-368-6679.

Civility and respect for others is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion, or ability will not be tolerated.

ACCESS-ABILITY SERVICES (AAS) - D205, 718-368-5175, provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.

Academic Dishonesty:

Plagiarism is using another person's words and ideas as though they were your own. It is easy to avoid plagiarism: simply put the material you have taken in quotation marks and cite the person's name and publication in your paper. Or better yet, rely on your own thoughts. A paper that contains any plagiarized material will result in an F for the course and/or a report filed for academic dishonesty.

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communications during an academic exercise. Examples of cheating include but are not limited to: Copying from another student during an examination or allowing another to copy your work; using notes during a closed book examination; changing a graded exam and returning it for more credit. Cheating will result in an F for the course and/or a report filed for academic dishonesty.

Course Transferability:

Baruch: MKT3000

Brooklyn: BUSN3100

City: ECO21250

CSI: MKT111

Queens: ECON243

Lehman: ECO332

Medgar Evers: MAR231