

CAREFULLY Read this entire syllabus. Make sure you have access to BB (Blackboard), and have an active email linked to the course. PLEASE PRINT AND BRING TO CLASS.



Department of Business:

Course Outline for MKT 1103 ~ SPRING 2020

FOUNDATIONS OF MARKETING & SALES

Mondays & Wednesdays 4:00PM - 5:15PM | Namm N-1003 | D077 (24667)

Mondays & Wednesdays 6:00PM - 7:15PM | Namm N-619 | E077 (24668)

Professor Roger Gonzalez ~ email: RGonzalez@CityTech.CUNY.edu Mobile: 646-285-3033

Dated: January 19th, 2020

Required Textbook(s) & Supplemental Material(s):

Pride/Ferrell's Marketing - 2016-2019 Edition

William M. Pride; O. C. Ferrell

ISBN-10: 1-337-09096-4

ISBN-13: 978-1-337-09096-4

A digital version of the text can be found on cengage.com, but I will accept older versions of the text if money or availability is an issue.

BUY ONLY THE BOOK IN ANY VERSION

*(You only need the textbook! **You will not be required to do the assignments on Cengage!**)*

REQUIRED VIEWING (Prior to the start of course - to be discussed during the semester)

The Great Hack. A Netflix Documentary.

IN THE AGE OF AI, A PBS Frontline Documentary on Youtube

https://youtu.be/5dZ_lvDgevk

Suggested Reading:

Influence: Science and Practice by **Robert Cialdini**

The Laws of Human Nature by **Robert Greene**

This Is Marketing: You Can't Be Seen Until You Learn to See by **Seth Godin**

Course Description/Overview: This course provides an overview of practice of general Marketing practices.

Students will learn by applying a set of practices and strategies designed to help render a well-crafted marketing strategy, with an emphasis on the latest Marketing trends and practices.

It will offer a survey of today's fast-paced, rapidly changing and interactive global marketing and sales environment. The course will introduce contemporary marketing philosophies and practices as they are used for the advertising, selling and distribution of goods through brick and mortar stores, the Internet, Social Media and electronic media.

A truly effective marketing strategy is all-important to the success or failure of any business venture and entrepreneurial endeavour, especially in the quickly evolving online environment of e-commerce. All companies, and particularly e-business leaders, spend significant percentages of their revenues on marketing to attract and retain loyal customers, sell products and merchandise of all kinds, and build brand recognition, awareness and loyalty.

Learning Objectives - Course Specific:

For the successful completion of the course, the students should be able to:

- Identify and define key marketing concepts.
- Describe and explain the strategic planning process for effective marketing, including how organizational resources and opportunities affect strategic planning,

- Apply critical thinking, creativity, and problem-solving processes to issues and concerns related to effective marketing strategies.
- Create and design marketing strategies that add customer value to the exchange process resulting in increased customer satisfaction and loyalty and enhanced revenue generation and profitability.

General Education Learning Outcomes

The ability to pursue disciplined, inquiry-based learning in the major with the acquisition of tools for lifelong learning, including the development of skills necessary for communicating in diverse settings and groups through the use of written, oral and visual means.

The ability to employ logical thinking and creativity to solve problems by gathering, interpreting, evaluating and applying information discerningly from a variety of sources.

CUNY's Academic Integrity Policy: *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion. All Assignments submitted via Blackboard will be subject to plagiarism review.

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

Plagiarism is the act of presenting another person's ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list.

Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and "cutting and pasting" from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here: http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf

College Attendance Policy: A student may be absent without penalty for 10% of the number of scheduled class meetings during the semester as follows:

Class Meets: 1 time weekly (for 2.5 hour course) or 2 times weekly for 1hr, 15 minutes.

Allowable Absence(s): 2 classes for meeting once weekly / 3 classes for twice weekly.

Excessive Absence:

If a student's class absences exceed the limit established for a given course or component, the instructor will alert the student that a grade of "WU" may be assigned. If a student remains officially registered for a course and never attends that course, a final grade of "**WN" will be assigned. If the student withdraws officially from the course, student will be assigned a grade in accordance with the existing withdrawal policy of the College. **ATTENDANCE WILL BE TAKEN DAILY USING A SIGN IN SHEET. Cancelled class meetings due to weather are typically announced by the College Administration.**

Grading Policy:

Midterm Exam **25%**

Required Quizzes **15%**

Class Participation, Assignments & Attendance **10%**

Term Project **25%**

Final Exam **25%**

TOTAL: 100%

Grading System:

All grades will be based in proportion to the following scale:

A	=	93-100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

Assessment Methods:

Quizzes, Class Projects, Midterm & Final exam. Consideration at the instructor's discretion will be given to class participation, class behavior, and meeting all assignment deadlines. Following instructions exactly as outlined for each required assignment of project is a major consideration in grading. Spelling, proper grammar, neatness, and clean design are rewarded.

Course Technology:

YOU MUST KNOW and USE BLACKBOARD (BB): Blackboard is going to be a crucial part of your education. The college offers **Free Workshops** for students and it is recommended that you take them. The sooner the better. Most of your work will be through BB or via email. I do not accept **printed** reports or assignments (unless requested as such), and will grade only on what is submitted through BB. Please make sure that your BB account has your latest college email address, especially if you are a new or transfer student. All announcements are channeled through BB, so if your email address is not updated, you will miss the information and communications being sent out. **YOU SHOULD CHECK YOUR BLACKBOARD AT LEAST 2-3X PER WEEK. DO NOT DO ANY ASSIGNMENTS ON CENGAGE.**

Email: One of the most important things you must do is have an updated email address and check it daily for updates. Please take care of this from day one.

Power Point or Keynote: Presentations are a key part of doing business. YOU MUST become adept at one or any of the presentation apps used in business. I strongly encourage you to use Powerpoint (PPT) or Keynote (Mac), but you can use any of the others that you find online. I believe BB is mostly PPT friendly.

Video: There is no marketing without Video. Video is one of the most powerful tools in the marketing equation. Video is no longer a difficult or expensive part of the process thanks to the smartphones and digital technologies. If you have a smartphone (you should), for the most part you are capable of creating marketing videos. We will go over this in class, but do a little research beforehand and get familiar with video marketing, because one of your first assignments will involve video!

Term Project: As part of this course you will be required to create and produce a Marketing Plan. The marketing plan is an effective planning tool that can be used by any sized business. While the class will explore the elements of the marketing plan, our final goal is to create a type of simple Marketing Plan known as the **One-Page Marketing Plan**. Each student will be responsible for creating their own Term Project and handing it in on time. While it is called a One Page Marketing Plan, there will be 6-7 pages of descriptive backup required with this Term Project. In Preparation for this term project, each student is required to select one "Client" business that will be the focus of your marketing plan. The business you select must be a Small-Mid-sized business with one single location in the New York City Area. The business you select will be described in class in more detail and must approved by me. Please refer to your BB Announcement for more details. The final term project will consist of the following pages...

1. The 1-Page Marketing Plan as the cover.
2. A Marketing Brief.
3. Client Profile & Information
4. A SWOT Analysis
5. Marketing Strategy & Recommendation
6. Media Analysis

7. Summary and Expected Outcomes.

Class Schedule

Based on a total 14 weeks of lectures/readings/class projects

THIS COURSE REQUIRES THAT YOU READ YOUR TEXT PRIOR TO THE CLASS MEETING. COME PREPARED, WE WILL REVIEW THE MATERIAL AND APPLY THE INFORMATION TO REAL CASE STUDIES AND CLASS PROJECTS. FROM DAY ONE, YOU NEED TO COME PREPARED.

First things FIRST: **Buy the text right away!**

Intro: **Defining Marketing. Marketing affects your life. What this course offers**

LECTURE 1 ~ Definitions and an overview of Marketing. Marketing Strategy. Customer Relationship.

(Read Chapter 1 BEFORE this lecture.) ~ COMPLETE SELF DISCOVERY PROFILE (see BB for instructions) and SUBMIT in PRINT FORM BEFORE this lecture.

Part 1: Marketing is Consumer-Centric:

LECTURE 2 ~ Marketing Strategy, Customer Relationship, Market Evaluations

(Read Chapter 2 BEFORE this lecture.) ~ COMPLETE QUIZ # 1 on Blackboard AFTER this lecture.

LECTURE 3 ~ The Marketing Environment.

(Read Chapter 3 BEFORE this lecture.) ~ COMPLETE QUIZ # 2 on Blackboard AFTER this lecture.

LECTURE 4 ~ Marketing Research. Target Market Analysis. Segmentation & Evaluation

(Read Chapter 5 & 6 BEFORE this lecture.) ~ COMPLETE QUIZ # 3 on Blackboard AFTER this lecture.

LECTURE 5 ~ Buying Behavior: Consumer vs. Business. Consumer Behavior.

(Read Chapter 7 BEFORE this lecture.) ~ COMPLETE QUIZ # 4 on Blackboard AFTER this lecture.

******* MIDTERM WILL COVER Chapters 1, 2, 3, 5, 6, and 7 (and not chapter 4) *******

Part 2: Reach. Engagement. Communications.

LECTURE 6 ~ Integrated Marketing: Traditional vs. Digital Media, Digital Marketing, Social Media.

(Read Chapters 10 & 16 BEFORE this lecture.) ~ COMPLETE QUIZ # 5 on Blackboard AFTER this lecture.

LECTURE 7 ~ Publicity, PR, Promotions, & Personal Selling, and Advertising.

(Read Chapters 17 & 18 BEFORE this lecture.) ~ COMPLETE QUIZ # 6 on Blackboard AFTER this lecture.

LECTURE 8 ~ Distribution, Mktg Channels, Retailing, Direct & Wholesale

(Read Chapters 14 & 15 BEFORE this lecture.) ~ COMPLETE QUIZ # 7 on Blackboard AFTER this lecture.

Quizzes are available on Blackboard each week and must be completed by the student by the deadline given.

Part 3: **The Product. The Brand. The Art of the Package.**

LECTURE 9 ~ Product Concepts, Branding, Packaging.

(Read Chapter 11 **BEFORE** this lecture.) ~ COMPLETE QUIZ # 8 on Blackboard **AFTER** this lecture.

LECTURE 10 ~ Product Development, Management, Services Marketing.

(Read Chapter 12 **BEFORE** this lecture.) ~ COMPLETE QUIZ # 9 on Blackboard **AFTER** this lecture.

Part 4: **Pricing Concepts. The Psychology of Value**

LECTURE 11 ~ Pricing Concepts, Setting Prices.

(Read Chapters 19 & 20 **BEFORE** this lecture.) ~ COMPLETE QUIZ # 10 on Blackboard **AFTER** this lecture

LECTURE 12 ~ Consulting, Marketing Jobs, & Other Marketing Influences.

(Begin **STUDYING FOR FINAL**. Final will take place in class and dates will be announced in class.)

Part 5: **Closing Notes & Study Guides**

LECTURE 13 ~ Final Thoughts, Recap & Prep.

LECTURE 14 ~ Finals WEEK

******* FINAL IS NOT CUMULATIVE. FINAL WILL COVER Chapters 10, 11, 12, 14, 15, 16, 17, 18, 19, and 20 *******

There will be changes and adjustments to this outline based on our progress.

IMPORTANT NOTES on REQUIREMENTS, CLASS PROTOCOL, and EXPECTATIONS

The use of any electronic devices in class is not allowed.

There are no exceptions. No smart phones, no laptops, no tablets... You are required to clear your desk and take notes the old-fashioned way. **Buy a notebook** for this class with folders for any handouts. You are not allowed to record or photograph in class, unless I give permission. All devices are to be turned off or on silent upon entering the class.

Please **FOCUS** in class on the lesson. No napping, no eating, no side conversations, and certainly no phone calls or texting. You can bring a drink, but you must take any garbage with you when the class is over. We will be productive and all will participate. My personal expectation is that you will act like a business professional in our class.

LATENESS is not appreciated in this class. But if for whatever reason you are going to be late, better to show up late than not at all. I will not give notes or go over the material twice unless it is truly merited or required. There will be class folders on Blackboard for every week. Please plan ahead for subway delays, bad weather, traffic, or whatever might affect your timely attendance.

Do NOT fly SOLO in this class. On the first day of class, and again on the second day, I will require students to find a class buddy to help with notes and team efforts.

YOU MUST BUY, BORROW, SHARE, or FIND A WAY to read the required readings in the **TEXT BOOK!** I can't stress this enough. Each week, there will be a simple assignment or quiz due on Blackboard that is based mostly on

the readings. If you do not do the readings, you will not be able to do the assignments, and you will not be able to earn the points.

MAKEUP Tests and Exams will not be allowed. If you miss any tests, you will get ZERO Points. The only way to bypass this rule is with a doctor's note or some other acceptable form of explanation.

Students experiencing difficulties with BLACKBOARD MUST resolve the issue with IT.
Not having access to BB is no excuse for missing or being late any work or assignment!

SOLVE THE PROBLEM.

The best way to reach me is via EMAIL. RGonzalez@citytech.edu

A meeting to discuss or review any student matter can be scheduled with the professor up to one hour before the scheduled class on any day there is a class. Please call or email to arrange a meeting.

~~~~~

Course outline/syllabus is subject to minor revisions as the semester progresses.

Please note the date of the last revision in the heading.

When revisions are made, they will be dated.

Exact dates are on the Semester Grid available in the contents folder on Blackboard.