



COURSE OUTLINE

COURSE NO. BUS 110

COURSE NAME: MARKETING

CREDIT HOURS: 3

LECTURE HOURS: 3 LABHOURS: 2

DATE: FALL 2007

PREPARED BY: MARC NEWMAN

PREREQUISITES: None

APPROVED BY: SUE CHIKI

COURSE DESCRIPTION:

This course is designed to introduce the student to some of the basic functions involved in marketing a good or service. Some of the areas to be emphasized include: Buyer Behavior, Product Pricing and Promotion, Market Research, and Distribution.

COURSE OBJECTIVES:

Upon completion of this course, the student will be able to:

1. Understand basic marketing principles
2. Analyze the effects of the competitive environment upon marketing practices.
3. Comprehend contemporary organizational decision-making related to the marketing of goods and services
4. Understand the relevant historical backgrounds of important markets, products, and organizations
5. Recognize the application of marketing principles to non-traditional marketing situations

SUCCESS SKILLS:

Upon the successful completion of this course, the student will have demonstrated a level of

competency (developing or established) for the following skills:

- A. Communicate Effectively
 - A1. Reads, comprehends, analyzes and evaluates various types of writing
 - A2. Logically organizes, develops and communicates an idea or position
 - A3. Adapts communications to audience, situation and purpose
 - A4. Uses, prewriting, drafting, revising and editing techniques
 - A5. Uses appropriate grammar, punctuation, spelling and syntax

A6. Writes effective business/technical communications, including memos, letters and reports

A7. Develops and conveys instructions and procedures clearly

A8. Demonstrates public speaking skills

A9. Applies effective listening techniques

A10. Uses and perceives non-verbal cues

B. Demonstrates Math Skills

B1. Solves addition, subtraction, multiplication and division problems

B2. Estimates answers to math problems before solving.

B3. Applies basic math formulas and principles.

B4. Solves ratio, percentage, proportional, decimal, fraction and conversion problems

B5. Solves basic geometric and algebraic problems.

B6. Interprets and constructs graphs, charts, and tables.

B7. Expresses everyday relationships in mathematical terms.

D. Maintains Professional Skills and Attitudes

D1. Practices job search techniques, including constructing resumes and participating in interviews

D2. Demonstrates initiative

D3. Meets performance expectations

D4. Follows organizational policies and procedures

D5. Recognizes organization structure and uses chain of command

D6. Exhibits knowledge of basic principles of supervision and leadership'

D7. Sets priorities and manages time efficiently in accordance with priorities

D8. Uses and applies pertinent technology , including computers

D9. Adheres to health and safety standards and procedures , and plans how to react in emergencies

D10. Demonstrates promptness and regular attendance

D11. Maintains image consistent with technology standards

COURSE MATERIALS: Gary Armstrong & Philip Kotler, Marketing: An Introduction 8/e, Prentice Hall Publishing, 2007

ISBN: 0-13186591-9

The following, minimum hardware configurations will be necessary for you to access all course materials online:

Minimum PC Configuration:

Pentium processor

16 MB RAM

500 MB hard disk space

Minimum Mac Configuration:

120 Mhz. Power PC

16 MB RAM

500 MB hard disk space

15" color monitor	15" color monitor
28.8 Kpbs modem	28.8 Kpbs modem
500 MB hard disk space	Macintosh OS 7.5 or later
Windows 95	15" color monitor
CD ROM also highly recommended	CD ROM also highly recommended

You should also have the following, minimum software packages:

- Netscape Navigator/Communicator 4.6 or higher. This can be downloaded for free from [Netscape](#).
- Internet Explorer 4 or higher. This can be downloaded for free from [Microsoft](#)
- Word processing software
- E-mail software (included in most browsers such as Netscape)

POLICY REGARDING HONESTY:

Honesty and integrity are major elements in professional behavior and are expected of each student. This is part of the Success Skill "Maintains Code of Ethics." All work is assumed to be your own unless special permission is granted from the instructor or sources are appropriately cited. It is expected that you will be honest in all endeavors related to the completion of this course, just as you must be in all activities at work.

The definition of academic misconduct that is provided in the Hocking College Student Guide applies to this course and all other courses that you are taking at the College. It is a Code I Offense:

- A. Academic Misconduct refers to dishonesty in examination (cheating); presenting the ideas or writing of someone else as one's own (plagiarism); knowingly furnishing false information to the college by forgery, alteration, or misuse of college documents, records or identification.
- B. Academic dishonesty includes but is not limited to:
1. Permitting another student to plagiarize or cheat from your work.
 2. Submitting an academic exercise, written work, project, or computer program that has been prepared totally or in part by another.
 3. Improperly acquiring knowledge of the contents of an exam.
 4. Using unauthorized material during an exam.
 5. Submitting the same paper in two different courses without knowledge and consent of all faculty members involved.
 6. Obtaining academic material through stealing or other unauthorized means.
 7. Falsification of research findings and methodology.
- C. Cheating is unacceptable behavior in all Hocking College courses. A student observed or found to be cheating on a test or assignment in this

course will receive a zero grade for that assignment. A written report of the incident, signed by the instructor and the student, will be submitted to the Campus Judiciaries Office. Should a second incident of cheating occur in any course, the student will again be referred to the Campus Judiciaries Office, and if the incident is in the same course the student will get a failing grade for that course.

Further information pertaining to Academic Misconduct can be found by contacting the Office of Campus Judiciaries, Oakley 210, or by referring to the Student Guide found on the HockingCollege website (www.hocking.edu).

STUDENT INSURANCE COVERAGE:

Hocking College insurance does not cover a student in cases of an accident or illness.

Students are responsible for providing their own health and accident insurance. The Hocking College Health Center provides information on a student health insurance plan.

Please see the Health Center(JL241) for information on costs, coverage, and how to enroll in the plan.

STUDENTS WITH LEARNING DISABILITIES:

If you have been diagnosed with a disability that hinders your academic success, please immediately contact the Access Center/Office of Disabilities Services in JL 249 for special accommodations.

INSTRUCTOR CONTACT INFORMATION:

Office: JL 353 Phone: (740) 753-7167

Business Department Phones (740) 753-7201 or (740) 753-7204

Email address: NEWMAN_M@HOCKING.EDU

HOCKING COLLEGE

EVALUATION OF THE STUDENT

COURSE NO. BUS 110

COURSE NAME: MARKETING.

INSTRUCTOR: MARC NEWMAN

DATE PREPARED: FALL 2007

The objective of the instructor is to help the student learn how to apply the principles of modern marketing to basic business decision-making situations. The purpose of evaluation is to indicate, to some degree, the extent to which the student has learned.

Learning is a shared responsibility between the instructor and student. The process of evaluation, although the ultimate responsibility of the instructor, should also be shared with the student. Certainly, the student should be aware at any point in time what his/her status is, in terms of accomplishment.

SPECIFIC FACTORS

1. ASSIGNMENTS:

Specific selected chapters of the textbook are required reading for this course. Students will be expected to read the course objectives and study guide for each chapter before carefully reading the text chapters.

2. GRADING PROCEDURE:

There will be a short quiz after each chapter. The quizzes will consist of a series of multiple choice and true-false questions. The student's grade will largely be a function of the average of the quizzes they complete. You are allowed one retake of each chapter quiz. In that event, your grade for that unit will be an average of the two grades you received for that chapter. If you decide to retake a chapter quiz, you must wait one day for the retake.

3. GRADING SCALE

Final grade averages for the course would then be assigned as follows:

- A = 90 - 100%
- B = 80 - 89%
- C = 70 - 79%
- D = 60 - 69%
- NC = Below 60%

+ or - may be placed on the final grade at the discretion of the instructor at the end of the quarter

4. POLICY REGARDING HONESTY:

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5.ACADEMIC GRADE APPEAL PROCESS:

Academic grade appeals consist of complaints from students concerning final grades given. The Appeals Process is available only for final grades not for an individually graded assignment. When a student believes that his or her academic performance has been unfairly or improperly graded, the first recourse will be

communication with the faculty member in an attempt to resolve the complaint. Grade appeals will be considered only if grading was based on something other than performance, if different standards were used for different students, or if the grading was a departure from the instructor's previously stated final grade calculations. If the informal attempt at resolving the complaint between student and faculty is unsuccessful, a formal appeal will begin. A student appeal of a final grade must be formally initiated within one term of the grade being posted. Students should understand that the burden of proof will be theirs to demonstrate. The steps for the grade appeal process are available in each academic unit office and online in the current Student Code of Conduct found under the current student link on the Hocking College website.

6. STUDENT GRIEVANCE DUE PROCESS PROCEDURES:

Due process procedures for the College are located in the current Student Code of Conduct listed as Hocking College Student Grievance Procedures available online under the current student link on the Hocking College website.