

***Bergen Community College***  
***Business, Arts & Social Services Division***  
***Business Department***

**BUS-201-003 MARKETING -- Course Outline Sept. 2, 2015**

***Tues. & Thurs.*** 1:45 - 3:00 pm      Rooms: B-202 Tues. -- B-203 Thurs.

Welcome to Marketing! You can always reach me via e-mail, and you will get a fast response! You can also see me in my office to discuss any questions you may have about this course or related matters.

**Instructor:** Dr. Barry Freeman      **E-mail:** [bfreeman@bergen.edu](mailto:bfreeman@bergen.edu)

**Office:** B-210      **Phone:** (201) 447-7189

**Office Hours:** Tues & Thurs. 8:50 – 9:20 am, Tues & Thurs. 10:55 – 11:10  
and Tues., Wed. & Thurs. 3:10 – 3:40 pm.

It is always best to let me know when you are stopping by -- so I will definitely be in my office when you arrive. If you can not meet me during my regular office hours, send me an e-mail with your question or issue, and I will schedule an alternative time for us to meet.

**Course Description** (from the BCC Catalog):

*Marketing Principles* is the study of the decision variables facing marketing managers of goods and services. Product, price, promotion and distribution are studied in the context of the commodity, functional, institutional and environmental aspects of the marketplace. This course takes a managerial approach to the study of marketing. (3 credits)

**Student Learning Outcomes:**

After successfully completing all course activities, the student will:

1. Appreciate the vital role of marketing in the economy,
2. Understand the complexity of marketing decision-making,
3. Realize the importance of using a “consumer orientation” in Marketing,
4. Understand the need for having a high level of business ethics,
5. Learn about the many employment opportunities in Marketing,
6. Become more knowledgeable consumers and thus better citizens, and
7. Improve their writing, reading and critical thinking skills

**Required Course Textbook: *Essentials of Marketing*, 14<sup>th</sup> Edition**

by William D. Perreault, Jr., Joseph P. Cannon, and E. Jerome McCarthy, McGraw-Hill Irwin, 2014. **PLEASE NOTE: This is a NEW EDITION of the course textbook.** Do not get the old 13<sup>th</sup> Edition which is now over 5 years old.

To save BCC students money, I created a special “*Custom Edition*” of this textbook. It contains 2 less chapters than the full textbook. I removed the chapters that can not covered in our 15-week semester. Therefore, the BCC “Custom Edition” costs \$117.25 new, much less than the full edition. NOTE: the Custom Edition is ONLY AVAILABLE in the BCC Bookstore, either new or used.

If you buy a used 14<sup>th</sup> edition full textbook online, be careful. Be sure to get the 14<sup>th</sup> edition. Make sure the online Used Book dealer does not send you a 5 yr old 13<sup>th</sup> ed.

**Course Grade**

*Each student determines his or her own grade*, based on the amount of effort each student spends on learning and participating in the course. Each student’s grade is based on at least 16 separate events. Your grade will be computed using the following formula:

1. Best 3 of the 4 Exams that are given	50%
2. Best 6 of the 8 Quizzes that are given	20
3. Two (2) Case Studies	20
4. Class participation	<u>10</u>
Total	100%

**Exam Policy**

Four (4) exams will be given during the semester. However, the Exam portion of each student’s Course Grade will be based on only the 3 highest exam scores. Your lowest Exam score will not count toward your final grade. Also, any 1 of the 4 exams given may be missed without penalty -- because of an illness, family obligation, or for any other reason. No letter of explanation will be required. However, students are strongly encouraged to take all 4 exams. Then they can ‘drop’ their lowest Exam score which will NOT be computed as a part of their final course grade.

VERY IMPORTANT: **NO Make-Up Exams Will Be Given!** If a student misses 1 exam, the Exam portion of the student’s Course Grade will be based on the average of the 3 exams that were taken. In the unusual situation when a student possibly misses 2 exams, the Exam portion of the student’s Course Grade must then be computed by averaging the scores of the 2 exams taken, ***together with a zero*** for the 3<sup>rd</sup> required exam. Only in the most extraordinary circumstances may this policy possibly be modified. During the past 12 years, an exception to the “No Make Up” policy has not be made.

## **Quiz Policy**

Eight (8) announced quizzes will be given during the semester. **Each quiz will be based on ONLY the 1 chapter that is due on the day that the quiz is given.** These quizzes are given to encourage students to prepare for class, and to help them learn the course material. Quiz questions are much easier than Exam Questions. Each student's Quiz Grade will be based on their 6 highest individual quiz scores, from the 8 quizzes that will be given.

The 2 lowest quiz scores will not count toward your final grade. If fewer than 6 quizzes are taken, your Quiz Grade must be computed *using a grade of zero* for each missed quiz beyond the 6 required quizzes. Immediately after each quiz is given, it will be reviewed in class, to help students learn. Thus, **NO make-up quizzes can be given.**

## **Class Participation Grade**

The Class Participation Grade is based on 3 components:  
(1) attending class, (2) arriving on time, and (3) participating in class.

Attendance is taken at the start of each class. If you arrive late, you must ask the instructor – after class is over – to change the “absence” to “late.” Students may miss 2 classes without penalty. Also, students may be late to 2 classes without penalty. However, after these allowances, your 10-point Class Participation Grade will be reduced by 1 point for each additional absence or 1/2 point for each additional lateness.

Students who make particularly worthwhile comments in class get *check-marks*. Each checkmark adds to the student's Class Participation Grade. Checkmarks will not be given for each and every comment a student makes.

## **Cell Phones can not be used in Class**

All cell phones and pagers **MUST** be turned off -- and put away -- before class begins. *Check your messages after class is over.*

## **The New York Times Newspaper**

Many students find that taking a Student Subscription to the *New York Times* helps them successfully complete course projects. I will show you how to get a Student Subscription with a substantial *student discount*. If you subscribe, the *NY Times* can be delivered to your home each morning. Students are strongly encouraged to purchase a *NY Times*. Subscribe for Print or Online copies at:  
[www.nytimes.com/CollegeRate](http://www.nytimes.com/CollegeRate).

**Writing Requirements & Format**

Each Case Study paper should be about 1-2 pages. All papers must be computer word-processed on plain white paper using double-spacing. Please note: *Late papers will suffer a 15-point "late" penalty.*

Your papers must demonstrate excellent writing skills. It is quality, not quantity that counts. Therefore, you need to re-write your paper at least 2 or 3 times. Ask a friend to read it and get their comments. Rewrite it one more time before you submit it. Good writing will be rewarded.

**Compute Your Own Grade. It is Easy to do**

Keep track of each grade you earn, you will know exactly how well you are doing in this course. Pencil-in estimates for the 15 graded events you have yet to take, whether they are the remaining Exams, Quizzes or Papers. Then, during the semester, you will be able to easily calculate your course grade. Use the following formula. PLEASE NOTE: *Your course grade is in your own hands!*

**Exams:** #1\_\_\_ #2\_\_\_ #3\_\_\_ #4\_\_\_      Multiply the average  
of your top 3 exams by .50 = \_\_\_

**Quizzes:** #1\_\_\_ #2\_\_\_ #3\_\_\_ #4\_\_\_  
#5\_\_\_ #6\_\_\_ #7\_\_\_ #8\_\_\_      Multiply the average  
of your top 6 quizzes by .20 = \_\_\_

**Case Studies (2 or more):**  
#1\_\_\_ #2\_\_\_      Multiply the average  
of these 2 exercises by .20 = \_\_\_

**Class Participation, attendance  
and lateness**      Maximum 10 points = \_\_\_

**Total Possible Grade: 100 points = \_\_\_\_\_**

**Letter Grades**

A = 90 – 100%      B+ = 86 – 89      B = 80 – 85      C+ = 76 – 79  
C = 70 – 75      D = 60 – 69      F = 59 & below

**BUS-201 Marketing Tues. & Thurs. 1:45 - 3:00 pm**

<u>#</u>	<u>Date</u>	<u>Ch.</u>	<u>Topics &amp; Assignments</u>
1.	9-1 Tu	---	Course orientation and requirements. Student survey.
2.	9-3 Th	1	Marketing's Value to Consumers, Firms & Society. <b>PRACTICE QUIZ</b> (This Quiz grade will <u>not</u> count)
3.	9-8 Tu	2	Marketing Strategy Planning <b>QUIZ #1</b>  The <b>Case Study #1</b> assignment will be distributed in class. It is due in class on 9-22.
4.	9-10 Th	3	Evaluation Opportunities in the Changing Marketing Environment.
5.	9-15 Tu	4	Focusing Marketing Strategy with Segmentation & Positioning. <b>QUIZ #2</b>
6.	9-17 Th	--	<b>EXAM #1</b> (on Chapters 1, 2, 3 & 4) Bring a #2 pencil.
7.	9-22 Tu	--	Go-over & discuss answers to Exam #1 <b>Submit Case #2 in class.</b> Be prepared to discuss it.
8.	9-24 Th	5	Final Consumers & Their Buying Behavior. <b>QUIZ #3</b>
9.	9-29 Tu	6	Business & Organizational Customers & their Buying Behavior
10.	10-1 Th	7	Improving Decisions with Marketing Information <b>QUIZ #4</b>
11.	10-6 Tu	--	Finish Ch. 7
12.	10-8 Th	8	Elements of Product Planning for Goods & Services
13.	10-13 Tu	--	<b>EXAM #2</b> (on Chapters 5, 6, 7 & 8) Bring a #2 pencil.
14.	10-15 Th	--	Go-over & discuss answers to Exam #2.
15.	10-20 Tu	9	Product Mgt. & New-Product Development. <b>QUIZ #5</b>

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16. 10-22 Th 9 Finish Ch. 9, & **Case Study #2**  
assignment will be distributed in class.
- 10-27 Tu -- NO CLASS. Faculty Seminar. All college classes cancelled today.
17. 10-29 Th 10 Place & Development of Channel Systems. **QUIZ #6**
18. 11-3 Tu 11 Distribution, Customer Service and Logistics
19. 11-5 Th 12 Retailers, Wholesalers & Their Strategy Planning
20. 11-10 Tu -- Finish Ch. 12
21. 11-12 Th -- **EXAM #3** (on Chapters 9 - 12). Bring a #2 pencil.
22. 11-17 Tu -- Go-over & discuss answers to Exam #3, and  
**Submit Case #2 papers.** In-class presentations & discussion.
23. 11-19 Th 13 Promotion – Intro to Integrated Marketing Comm. **QUIZ #7**
24. 11-24 Tu 14 Personal Selling & Customer Service
- 11-26 -- Thanksgiving Holiday -- All classes are cancelled.
25. 12-1 Tu 15 Advertising, Publicity and Sales Promotion **QUIZ #8**
26. 12-3 Th 15 Ch. 15 Continued.
27. 12-8 Tu 16 Pricing Objectives and Policies
28. 12-10 Th -- **EXAM #4** (on Chapters 13, 14, 15 and 16)
29. 12-15 Tu -- Review & discuss answers to Exam #4
30. 12-17 Th -- Individual Grade Conferences