



**ABLS Mission Statement:**

The mission of the Accounting, Business and Legal Studies Department of Middlesex County College is to provide an education of enduring value and to foster learning to students seeking knowledge for a business purpose or to prepare for advanced degrees.

**Teaching Statement:**

Welcome to MKT 201. I am very excited about the opportunity to work with you this semester. I believe that you will find the course requirements both academically and personally challenging. It is my belief that the knowledge of the business world you gain through class discussions, activities and assignments, will help you to be future business leaders. To assist you in meeting with your goals, expectations and success, I am available via e-mail (preferable) and phone. Library, study groups and peer tutoring are also great resources that are available to you on campus.

**Course Overview:** An overview of the field of marketing and the marketing concept. Students develop an understanding of the growing importance of the consumer, differences between industrial and consumer marketing, the impact of government and environment on marketing and the basic marketing functions of product planning, marketing channels, physical distribution, promotion, pricing and marketing research.

**Course Outcomes:**

Upon successful completion of course, you will be able to

- understand the marketing concept and be able to use terms such as positioning, niche marketing, marketing strategy, and marketing mix
- be able to create a simple marketing plan
- apply marketing concepts to the successful establishment and running of a business
- appreciate the importance of global marketing to the economy of the United States
- understand who a good/ethical marketer is and why good marketers believe in employee diversity

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**Course Outline:** See pages 5-6

**Group Project  
And Presentation:** 2-3 students will form a group and a company. You will work on this project over the course of the semester. Write a 10-12 page report summarizing the marketing plan that you have developed as part of your company's marketing strategies. The group will make a 20-30 minute presentation in class. Please refer to the Sample Marketing Plan posted on Campus Cruiser.

12 points are for the written report, 3 points for formatting, grammar, creativity and neatness, and 5 points are for presentation.

Your grade on this project will be based on peer evaluations and my observations.

**Quizzes  
and Exams:** There are 11 quizzes. The quiz with the lowest score will be dropped. There are 2 exams – Midterm and Final. Final Exam is cumulative. Make-ups for quizzes and exams are at the discretion of the instructor.

**Formatting:** All work handed into the class is to be typed or word-processed. Use 12 size font, preferably Ariel, 1-inch margin, and double space. All paper must have your name, course name and section number.

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|                          |                                    |             |
|--------------------------|------------------------------------|-------------|
| <b>Grading Criteria:</b> | Class Participation                | 10%         |
|                          | Group Project and Presentation (1) | 20%         |
|                          | Quizzes (10)                       | 20%         |
|                          | Midterm Exam                       | 25%         |
|                          | Final Exam                         | 25%         |
|                          | <b>Total</b>                       | <b>100%</b> |

|                       |            |
|-----------------------|------------|
| <b>Grading Scale:</b> | A = 95-100 |
|                       | A- = 90-94 |
|                       | B+ = 85-89 |
|                       | B = 80-84  |
|                       | B- = 78-79 |
|                       | C+ = 75-77 |
|                       | C = 70-74  |
| D = 60-69             |            |
| F = 0-59              |            |

**General Student Expectations:**

**Attendance** – Students are expected to attend all classes and be prepared to contribute to class discussions.

**Class Participation** - Small group discussions and presenting the findings of the group are part of the class participation grade. Class participation is 10% of your grade.

**Assignments** - All assignments must be submitted on or before due date. Any work not handed in will be averaged into your grade as Zero (0). Late work will not be accepted.

**Make up** – Make-ups for Tests and Presentations are at the discretion of the instructor. Any test not taken will be averaged into your grade as Zero (0).

**Cheating** – Any student found cheating on an exam or assignment will receive a ZERO (0) for that exam or assignment. Students should become familiar with the “Code of Student Conduct” in the College Catalog.

If you fail to take the Final Exam, your final grade will be an “F”.

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| Week | Date               | Chapters  | Topics   |
|------|--------------------|---|--|
| 1    | 1/21/14<br>1/23/14 | Introduction<br>1                                     | Introductions<br>Welcome to the World of Marketing   |
| 2    | 1/28/14<br>1/30/14 | 2<br>3<br><b>Quiz 1</b>                               | Strategic Market Planning<br>Thrive in the Marketing Environment<br><b>Quiz 1 on chapters 1 &amp; 2 on Campus Cruiser</b>  |
| 3    | 2/4/14<br>2/6/14   | 4<br>5<br><b>Quiz 2</b>                               | Marketing Research<br>Consumer Behavior<br><b>Quiz 2 on chapters 3 &amp; 4 on Campus Cruiser</b>   |
| 4    | 2/11/14<br>2/14/14 | 6<br>Group Project<br><b>Quiz 3</b>                   | Business-to-Business Markets<br>Work on the Group Project<br><b>Quiz 3 on chapter 5 on Campus Cruiser</b>  |
| 5    | 2/18/14<br>2/20/14 | 7<br>Group Project<br><b>Quiz 4</b>                   | Sharpen the Focus<br>Work on the Group Project<br><b>Quiz 4 on chapter 6 on Campus Cruiser</b>   |
| 6    | 2/25/14<br>2/27/14 | <b>Midterm Exam</b><br>Group Project<br><b>Quiz 5</b> | <b>Midterm Exam on chapters 1-7</b><br>Work on the Group Project<br><b>Quiz 5 on chapter 7 on Campus Cruiser</b>   |
| 7    | 3/4/14<br>3/6/14   | 8<br>9<br><b>Quiz 6</b>                               | Create the Product<br>Manage the Product<br><b>Quiz 6 on chapters 8 &amp; 9 on Campus Cruiser</b>  |
| 8    | 3/11/14<br>3/13/14 | <b>NO CLASSES</b><br><b>NO CLASSES</b>                | <b>SPRING BREAK – NO CLASSES</b><br><b>SPRING BREAK – NO CLASSES</b>   |
| 9    | 3/18/14<br>3/20/14 | 10<br>11<br><b>Quiz 7</b>                             | Services and Other Intangibles<br>Price the Product<br>Submit the first <b>Preliminary Report for the Group Project</b><br><b>Quiz 7 on chapter 10 on Campus Cruiser</b> |
| 10   | 3/25/14<br>3/27/14 | 11 contd.<br>12<br><b>Quiz 8</b>                      | Price the Product contd.<br>Catch the Buzz<br><b>Quiz 8 on chapter 11 on Campus Cruiser</b>  |
| 11   | 4/1/14<br>4/3/14   | 13<br>13  | Advertising, Sales Promotion, and Public Relations<br>Advertising, Sales Promotion, and Public Relations   |
| 12   | 4/8/14<br>4/10/14  | 14<br>Group Project<br><b>Quiz 9</b>                  | Personal Selling, Sales Management, and Direct Marketing<br>Work on the Group Project<br><b>Quiz 9 on chapters 13 &amp; 14 on Campus Cruiser</b>                         |
| 13   | 4/15/14<br>4/17/14 | 15<br>16<br><b>Quiz 10</b>                            | Deliver Value through Supply Chain Management<br>Retailing<br><b>Quiz 10 on chapter 15 on Campus Cruiser</b>   |

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| <b>Week</b> | <b>Date</b>        | <b>Chapters</b>   | <b>Topics</b>  |
|-------------|--------------------|---|--|
| 14          | 4/22/14<br>4/24/14 | Group Project<br>Review for the<br>Final Exam<br><b>Quiz 11</b> | Work on the Group Project<br>Review for the Final Exam<br><br><b>Quiz 11 on chapter 16 on Campus Cruiser</b> |
| 15          | 4/29/14<br>5/1/14  | Presentation<br>Presentation                                    | Group Project and Presentation due<br>Group Project and Presentation due                                     |
| 16          | 5/6/14             | <b>FINAL EXAM</b>   | <b>Cumulative Final Exam</b>   |

\* Schedule is subject to adjustment.