

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE COURSE SYLLABUS

Course Title: Principles of Marketing

Course #: BMK* 201

Course Description: This course deals with the marketing function of the firm primarily from the management standpoint. Topics include marketing strategy, new products, channels of distribution, pricing, and promotion. The function of the marketing institution in economic and social context is considered. 3 Credits.

Pre-requisite: BMG* 202; Knowledge of basic computer and software applications; a reliable high speed internet connection.

Goals: Upon successful completion of Principles of Marketing, learners will:

1. List and explain the basic principles of marketing (i.e. the four "P's")
2. Demonstrate an understanding of the importance of creating customer value and managing customer relationships
3. Examine ways to build strong brand awareness to create brand equity
4. Explain ways marketing managers are leveraging technology in this digital age
5. Discuss the importance of ethics and social responsibility in marketing management

Outcome Measures:

Mastery of subject matter will be assessed and measured by the following deliverables:

- Exams (5) 30%
- Paper 1 – Market Research 10%
- Paper 2 – Product Life Cycle 10%
- Weekly Discussions 25%
- Final Project – Marketing Plan 25%

College Policies

Plagiarism: Plagiarism and Academic Dishonesty are not tolerated at Northwestern Connecticut Community College. Violators of this policy will be subject to sanction. Please refer to your "Student Handbook" under "Policy on Student Rights," the Section entitled "Student Discipline," for additional information.

Americans with Disabilities Act (ADA): The college will make reasonable accommodations for persons with documented learning, physical, or psychiatric disabilities. Students should notify Roseann Dennerlein, the Counselor for Students with Disabilities. She is located at Green Woods Hall, in the Center for Student Development. Her phone number is 860-738-6307 (V/TTY) and her email is rdennerlein@nwcc.commnet.edu.

School Cancellations: Not applicable to this online course. If snowy or icy driving conditions cause the postponement or cancellation of classes, announcements will be made on local radio stations. Students may also call the College directly at (860) 738-6464 to hear a recorded message concerning any inclement weather closings. Students are urged to exercise their own judgment if road conditions in their localities are hazardous.