MKT 101
MARKETING

COURSE DESCRIPTION
This course covers an introduction to the field of marketing with a detailed study of the marketing concept, and the processes of product development, pricing, promotion and marketing distribution.

TEXT AND REFERENCES
MKTG, Sixth Edition, Lamb / Hair / McDaniel

COURSE GOALS
Upon successfully completing this course, the student should be able to demonstrate accomplishment of the following goals:

1. List a variety of pricing strategies
2. State the elements of the marketing mix
3. Describe corporate marketing organizations
4. Define market share applications
5. Define competitive advantage
6. Conduct basic SWOT analysis
7. Identify elements of strategic marketing
8. Explain relationship marketing
9. Differentiate product / service characteristics
10. Discuss social responsibility in marketing
11. List wholesaler functions
12. Identify electronic marketing strategies
13. Calculate breakeven prices
14. Document example marketing plan
15. Role play consumer focus group
16. Role play B-2-B sales negotiations
17. Restate marketing concept
18. Provide examples of environmental forces
19. Document examples of marketing ethics
20. Distinguish functions of distribution channels
21. Provide promotional examples
22. Calculate typical profits
23. Conduct break-even analysis
24. Differentiate various target markets
25. Detail the consumer buying process
26. Restate steps in personnel selling
27. Apply public relations advertising
28. Illustrate types of consumer promotions
29. Identify service characteristics
30. Categorize branding advantages
31. Draw typical product life-cycle chart
32. Classify business products
33. Classify consumer products
34. Characterize influences on decision process
35. Conduct marketing environmental process
36. Detail B-2-B buying process
37. Calculate marketing percentages
38. Develop sales forecast examples
39. Discuss consumer business segmentation variables
40. Differentiate main types of targeting strategies
41. Discern types of data sampling
42. Graph marketing research data
43. Diagram marketing research process
44. List global marketing strategies
45. Quantify trade balance examples
46. Review global marketing issues
47. Discern legal and ethical internet marketing issues
48. Illustrate customer relationship management
49. Illustrate types of business customers

Student Contributions
Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class. Students are expected to complete all quizzes, exams, and homework assignments according to the published schedule. For TCL attendance policy, please refer to the student hand book.

Course Evaluation
Your grade will be based on the percentage of point’s earned/the total number of points possible.
   (8) Weekly Assignments-200 points
   (1) Exam-200 points
   (1) Project-200 points
The grading scale for this course is as follows:

90-100=A
80-89=B
70-79=C
60-69=D
0-59=F

*The Instructor reserves the right to modify the number of assignments and/or point totals as needed. The grade scale will not be modified.

Course Schedule
This online course material will be posted weekly. It is the student’s responsibility to check Blackboard for new assignments, exams and projects. Please pay attention to assignment deadlines. Late work will not be accepted. Please see Blackboard for the schedule of coursework and assignment deadlines.

Approved by: ___________________________ Developed/Revised: 5/2013
Ken Flick, Division Dean for Business/Industrial Division
**ADA STATEMENT**
The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

**ACADEMIC MISCONDUCT**
There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student’s responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the **TCL Student Handbook**, the Division Office, and the Learning Resources Center.

**ATTENDANCE**
The College’s statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for **NOT ATTENDING**.

- Students taking an online/internet class must sign in and communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for **NOT ATTENDING**.

- Reinstatement requires the signature of the division dean.

In the event it becomes necessary for a student to withdraw from the course OR if a student stops attending class, it is the student’s responsibility to initiate and complete the necessary paperwork. Withdrawing from class may have consequences associated with financial aid and time to completion.

When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor MUST withdrawal the student with a grade of “W”, “WP”, or “WF” depending on the date the student exceeded the allowed absences and the student’s progress up to the last date of attendance or under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.

Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.

- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

A copy of TCL’s **STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL)** is on file in the Division Office and in the Learning Resources Center.
HAZARDOUS WEATHER
In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

Emergency Text Message Alert
Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancellations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on “emergency TextAlert at TCL” and fill out the form or go to www.tcl.edu/textalert.asp