

MONTGOMERY COLLEGE

Business, Economics, Accounting, Computer Applications,
and Paralegal Studies Department – Germantown Campus

MGMT 211 – Introduction to Marketing



Instructor: John Coliton | Fall, 2020 – CRN 23447
Office: HT 423 (240-567-6947) | BE 146 – T/R 1:30 p.m. – 2:55 p.m.
Office Hours: Monday 2:30 p.m. – 3:30 p.m.
Tuesday / Thursday: 9:00 a.m. – 10:30 a.m.
Friday: 12:00 p.m. – 1:00 p.m.
Web: <http://mc.coliton.com/MGMT211/index.html>
Email: john.coliton@montgomerycollege.edu
Zoom: Zoom links for both our class and my office hours are posted in Blackboard

Course Description

A survey of the global marketing environment in terms of both business and consumer goods and services. Buying behavior and targeting markets are emphasized. The marketing mix, including product, promotion, price, and distribution, is featured through the use of experiential marketing applications. Assessment levels: **ENGL 101/101A, READ 120**. Three hours each week. Formerly MG 103. 3.000 Credit hours 3.000 Bill Hours

Course Objectives

Upon completion of this course a student will be able to:

- Conduct environmental scans to identify market trends and develop a credible opportunity and threat analysis for the introduction of a new product.
- Define and analyze a market segment both demographically and psychographically.
- Develop an appropriate message and integrated marketing communications plan for a product or a service.
- Demonstrate how to promote, price and distribute a given new product to maximize product exposure and sales potential.

Course Materials

The book for this course is “*Principles of Marketing*,” is freely available for download as a PDF document from the course site in Blackboard and is required for this class.

Important Dates

The last day to drop the class with a refund is: September 09, 2020

The last day to change to audit is: September 23, 2020

The last day to drop a class without a grade is: September 23, 2020

The last day to drop a class with a grade of “W” is: November 18, 2020

Syllabus Supplement

Additional policies are at <http://mc.coliton.com/SyllabusSupplementFall2020.pdf> and should be considered part of this syllabus.

Grading Policy and Procedure

Grading is based on written assignments, class presentations, class participation, and tests. The written assignments will focus on three areas; the marketing plan for a new product, a market segmentation paper, and a collection of advertisements you find particularly good or bad. The class presentations include showing themes in your collection of advertisements, a 30 second pitch of your new product idea, and presenting your final marketing plan. **Late work will not be accepted after the last class** of the semester (not the day of the exam). The tests will be based on the reading material and are open book. Class participation will be based on attendance, the quality of interaction and involvement during discussions, and interaction with other students. This class may be audited (taken without the expectation of a grade) with my permission and the proper form submitted to the records office. Someone who audits the class is still expected to participate in class and complete all projects.

The grading is allocated as follows:

Marketing Plan (in parts).....	225
Tests (3 at 50 pts. each)	150
Market Segmentation Paper.....	100
Advertising Samples	100
Class participation	<u>25</u>
Total Points:.....	600

The following distribution of points will be used to determine final grades:

A	=	540	↔	600	(90 - 100%)
B	=	480	↔	539	(80 - 90%)
C	=	420	↔	479	(70 - 80%)
D	=	360	↔	419	(60 - 70%)
F	=	0	↔	359	(0 - 60%)

Course Schedule and Assignments

<i>Week</i>	<i>Topic</i>	<i>Assignment</i>
Sep-08	Course Introduction and What is Marketing	Read chapter 1 by Thursday (9/10)
Sep-15	Marketing Function	Read chapter 2 by Tuesday (9/15) Initial proposal for final project due on Friday (9/18) before 9:00 a.m.
Sep-22	Segmentation and Targeting	Read chapter 3 by Tuesday (9/22)
Sep-29	Marketing Strategy	Read chapter 4 by Tuesday (9/29) Market segmentation paper due on Friday (10/02) before 9:00 a.m.
Oct-06	Ethics and Social Responsibility & Test #1	Read chapter 5 by Tuesday (10/06) Test #1 online from 10/06 (9:00 a.m.) – 10/15 (9:00 p.m.)
Oct-13	Marketing Information and Research & Consumer Behavior	Read chapter 6 by Tuesday (10/13) and chapter 7 by Thursday (10/15)
Oct-20	No class on Tuesday – Advising Day & Positioning	Read chapter 8 by Thursday (10/22)
Oct-27	Branding and Product Marketing	Read chapter 9 by Tuesday (10/27) and chapter 10 by Thursday (10/29) Marketing plan – analysis & strategy section due on Friday (10/30) before 9:00 a.m.
Nov-03	Promotion: Integrated Marketing Communication (IMC) & Test #2	Read chapter 13 by Tuesday Test #2 online from 11/03 (9:00 a.m.) – 11/06 (9:00 p.m.)
Nov-10	Advertising Samples Presentations	Submit advertising samples and video on Monday (11/09) before 9:00 a.m. Watch advertising presentations all week
Nov-17	Pricing Strategies and Place: Distribution Channels	Read chapter 11 by Tuesday (11/17) and chapter 12 by Thursday (11/19) Marketing Plan – tactics section due on Friday (11/20) before 9:00 a.m.
Nov-24	The Elevator Pitch and Thanksgiving	Present your elevator pitch online on Tuesday (11/24)
Dec-01	Global Marketing & the Marketing Plan	Read chapter 14 by Tuesday (12/1) and chapter 15 by Thursday (12/3) Complete Marketing plan and video due on Friday (12/4) before 9:00 a.m.
Dec-08	Marketing Plan Presentations	Watch final marketing plans all week
Dec-15	Final Exam	Test #3 online from 12/14 (9:00 a.m.) – 12/17 (9:00 p.m.)

A course calendar is available online at: <http://mc.coliton.com/MGMT211/images/calendar.pdf>