

MIDSTATE COLLEGE
411 W. NORTHMOOR RD. PEORIA, IL 61614
(309) 692-4092 (800) 251-4299
Winter 2008

Course number & Name: MKT 250 Planning Organizational Marketing

Credit hours: 4 quarter hours

Method of Delivery: On-Campus

Course Description: This course will present the core concepts of marketing, stressing relationship building with customers and satisfying their wants, needs and demands using the marketing tools of product, price, place and promotion. The course will help students develop necessary skills and understanding useful to small business, corporate and nonprofit organizations in their marketing efforts. Special emphasis will be placed on the development of an effective marketing plan.

Text: Marketing, An Introduction 8th Edition

Author(s): Armstrong, Kotler

Publisher: Prentice Hall

Topics:

1. Defining marketing and the marketing process
2. Understanding marketing concepts and strategy
3. Assessing opportunities in a dynamic marketing environment
4. Comprehending the key elements in the marketing mix.
5. Understanding the role played by marketing in nonprofit organizations
6. Planning for marketing in the organization

Learning Objectives: Upon completion of this course, the student will be able to:

1. Identify the important concepts of marketing and the marketing process.
2. Defining marketing and its role in businesses and organizations.
3. Explain the impact that marketing has upon consumer buying behavior.
4. Express the techniques utilized in the marketing function.
5. Describe and differentiate for-profit and nonprofit marketing strategies.
6. Define and discuss integrated marketing communications.
7. Discuss the role of branding in the marketing mix.
8. Effectively analyze and assess marketing plan components
9. Construct a marketing plan/strategy

Midstate Plagiarism Policy:

Matters related to academic honesty or contrary action such as cheating, plagiarism, or giving unauthorized help on examinations or assignments may result in an instructor giving a student a failing grade for that academic effort and also recommending the student be given a failing grade for the course and/or be subject to dismissal.

Plagiarism is using another person's words without giving credit to the author. Original speeches, publications, and artistic creations are sources for research. If you use the author's words in your papers or assignments, you must acknowledge the source. Plagiarism is strictly against the academic policy of the college and is grounds for failing the course. If repeated, plagiarism may result in suspension from the college.

On-Campus Instructor Information: Bruce White Phone: (309) 692-8027 or (309) 691-8646
Email: bwhite@midstate.edu

Instructors will be available in the classroom 15 minutes prior to and after each scheduled class session or may be contacted at the above address and phone numbers

eLearning Instructor Information: Jessica Hancock Phone: (309) 692-4092 or (309) 635-5454
Email: jhancock2@midstate.edu

eLearning Instructor will be available every Friday for the first ½ hour of class and at the end of each session.

Participation Requirements:

On-Campus:

1. All assignments, projects, reports and presentations must be completed and submitted on time (or re-done) and earn passing grades.
2. Students must be present for all collaboration exercises, quizzes, exams and earn passing grades.

eLearning:

1. Students are required to log on to this course to be considered present for the week.
2. Students will respond to questions posted in the weekly discussion forums with ideas, thoughts, research, and reactions to discussion topics at least four days a week.

Policies and Procedures:

1. Regular attendance is required. Projects, quizzes, exams and other assignments must be completed in class or submitted on the day assigned. Make-ups and extensions must be approved by the instructor prior to the due date.
2. All assignments must be keyed using Microsoft Word.
3. The student must retain copies of all assignments.
4. Any evidence of dishonesty, e.g., cheating or plagiarism will result in failure.
5. Students are expected to follow basic etiquette in online interaction as outlined in the Student Guide to eLearning.

Methods of Evaluating Student Performance:

1. Students will be expected to participate in class and eLearning discussions, group studies and submit the term projects in order to earn a passing grade.
2. Students will be expected to be familiar with and use for study the text review found at www.prenhall.com/kotler.

Instructor's Grading Scale:

Final grades will be either pass or fail for all On-campus and eLearning assignments completed correctly and on time. Based on the following:

- Short assignments
- Projects
- Quizzes (on-campus only)
- Class participation
- Attendance
- Teamwork

Schedule:

Week 1 session: March 7 (Friday On-Campus session)
March 8 - March 13 (eLearning)

Week 2 session: March 14 (Friday On-Campus session)
March 15 - March 27 (eLearning)

Good Friday Vacation March 21st

Week 3 session: March 28 (Friday On-Campus session)
March 29 - April 3 (eLearning)

Week 4 session: April 4 (Friday On-Campus session)
April 5 - April 10 (eLearning)

Week-by-Week Class Outline:

Session I – 3/07/08: [Note: Pre-class Work – Read Chapters 1, 2 & 3]

Objectives:

1. Identify the important concepts of marketing and the marketing process.
2. Defining marketing and its role in businesses and organizations.
4. Express the techniques utilized in the marketing function.
8. Effectively analyze and assess marketing plan components

Topics:

1. Defining Marketing and Core Concepts
2. Marketing in Action: Guest Speaker – Phil Jordan, The Peoria Journal Star
3. Marketing Strategy
4. Marketing Measurements
5. Marketing Environment

Assignments:

1. Read Chapters 4, 5 & 6
2. Lecture Notes Question – On-campus
3. eLearning:
 - a.) "Travel Log – Application Question" # 3 pg. 33
 - b.) Guest Speaker Assignment
 - c.) Marketing Plan Development:
 1. "Getting Started" [Seedco format]
 - Take Inventory
 - Articulate your Mission
 - Look at External Context
 2. Marketing Walkthrough-SWOT analysis pg. 10-12
 - d.) Weekly Discussion and Summary forums

Session II – 3/14/08:

Objectives:

1. Identify the important concepts of marketing and the marketing process.
2. Defining marketing and its role in businesses and organizations.
3. Explain the impact that marketing has upon consumer buying behavior.
4. Express the techniques utilized in the marketing function.
5. Describe and differentiate for-profit and nonprofit marketing strategies.
8. Effectively analyze and assess marketing plan components

Topics:

1. Marketing Information
2. Marketing in Action: Guest Speaker – Rich Draeger, The Salvation Army
3. Buyer Behavior
4. Market Segmentation, Targeting & Positioning

Assignments:

1. Read Chapters 7, 8 & 9
2. Lecture Notes Question – On-campus
3. eLearning:
 - a.) “Travel Log – Application Questions” # 1 pg. 161 & # 2 pg. 194
 - b.) Guest Speaker Assignment
 - c.) Marketing Plan Development: “The Four P’s” [Seedco format]
 - d.) Weekly Discussion and Summary forums

Session III – 3/28/08**Objectives:**

1. Identify the important concepts of marketing and the marketing process.
2. Defining marketing and its role in businesses and organizations.
3. Explain the impact that marketing has upon consumer buying behavior.
4. Express the techniques utilized in the marketing function.
5. Describe and differentiate for-profit and nonprofit marketing strategies.
7. Discuss the role of branding in the marketing mix.
8. Effectively analyze and assess marketing plan components

Topics:

1. Products and Services
2. Marketing in Action: Guest Speaker – Rebekah Bourland, The Methodist Foundation
3. Pricing, Funding and Budgeting
4. Your Marketing Plan Discussions

Assignments:

1. Read Chapters 10, 12, 13 & 14
2. Lecture Notes Question – On-Campus
3. eLearning:
 - a.) “Travel Log – Discussing the Issues” # 5 pg 234
 - b.) Marketing Plan Development:
 1. Marketing Walkthrough 3.1 to 4.2
 2. Teams: Seedco Case History (Select one/Answer Questions)
4. Weekly Discussion and Summary forums

Session IV – 4/04/08

Objectives:

1. Identify the important concepts of marketing and the marketing process.
2. Defining marketing and its role in businesses and organizations.
4. Express the techniques utilized in the marketing function.
5. Describe and differentiate for-profit and nonprofit marketing strategies.
6. Define and discuss integrated marketing communications.
8. Effectively analyze and assess marketing plan components
9. Construct a marketing plan/strategy

Topics:

1. Marketing Channels
2. Integrated Marketing Communications:
 - a.) Advertising
 - b.) Promotion
 - c.) Public Relations
 - d.) Personal Selling
 - e.) Direct Marketing
3. Marketing in Action: Guest Speaker – Jane Converse, Converse Marketing
4. Marketing Operations
5. Marketing in the Digital Age
6. Your Marketing Plan Discussions

Assignment:

1. Submit your Marketing Plan eLearning
2. Weekly Summary and Discussion Forum
3. Course Evaluation