

**Borough of Manhattan Community College
The City University of New York
Business Management Department
MAR 100: Introduction to Marketing
Fall 2021**

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Office Hours: Fridays 10-11am ET & [By Appointment](#)
Class Hours: 3
Credits: 3

Course Description

The marketing system is described, analyzed and evaluated, including methods, policies and institutions involved in the production and distribution of goods from producer to consumer or user that improve customer value in the context of a competitive environment.

Basic Skills/Prerequisites

Students must have passed ENG 88/ESL 95, ACR 94 and MAT 8 or have a Proficiency Writing Index of 55+ and a Proficiency Math Index of 40+.

Teaching Methods

This course will be taught in an online format via BMCC OpenLab, with weekly synchronous sessions. Students will complete assignments throughout the semester with weekly due dates on Sunday evenings, at 11:59pm ET.

Use of Technology

Students will utilize computers for internet connection, BMCC OpenLab, BMCC email, and the Google and/or Microsoft Office Suite throughout the semester.

Required Text

Students will **not** be required to purchase a textbook for this course. All content and multimedia (films, etc.) will be available for free via OER/the BMCC Library. Content links for each unit of study are available on our Course Schedule.

Student Learning Outcomes

Upon completion of this course, students will be able to:

1. Demonstrate ability to summarize and paraphrase current events and trends in marketing including information on potential careers.
2. Demonstrate the ability to seek, handle and interpret key economic and behavioral data which underpin marketing practice.
3. Analyze marketing problems as they arise within a business organization and demonstrate the ability to identify key issues related to the external environment & target market that may be impacting the situation.
4. Present a Marketing Mix configuration for a product/service offering.

General Education Goals

Below are the college's GenEd goals. Those checked in the left-most column will be covered/assessed in this course.

General Learning Outcome		Measurement
✓	Communication Skills - Students will be able to write, read, listen and speak critically and effectively.	Class participation; discussions; writing assignments
✓	Quantitative Reasoning - Students will be able to use quantitative skills and the concepts and methods of mathematics to solve problems.	Industry analysis
	Scientific Reasoning - Students will understand and apply the concepts and methods of natural sciences.	
✓	Social and Behavioral Sciences - Students will be able to apply the concepts and methods of the social sciences.	Class participation; discussions; writing assignments
	Arts & Humanities - Students will develop knowledge and understanding of the arts and literature.	
✓	Information & Technology Literacy - Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Blackboard, multimedia resources to complete situational analysis in the Marketing Plan.
✓	Values - Students will be able to make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.	Class participation; discussions; writing assignments

Course Structure

Our course is scheduled as an **online, synchronous** class, meaning we will learn through a combination of live class sessions (*synchronous learning*; we have weekly scheduled live sessions this semester) and online, self-paced work (most content consumption and work throughout the course will be completed *asynchronously*).

Students will be responsible to keep up to date with readings and other course materials independently online and engage in discussion during scheduled class meetings. **Students are responsible to keep up with the pace of the course in between live course sessions.**

We will cover 15 topics this semester, all of which are listed below and on our Course Schedule. Each week, students should refer to the Course Schedule for a direct link to our course site through BMCC OpenLab (we will all create free accounts as one of our first assignments). A list of materials to read, listen to, or watch has been created for each week/unit, and a link for each list has been added to our Course Schedule. There are also easily-navigable menu items for each on our course site. We will review navigating our Course Schedule and course site on our first day of class.

All units, materials, and assignments will be posted in accordance with our semester schedule. Students may complete assignments at their own pace, so long as they meet submission deadlines for assignments, and read/listen to/watch the unit materials in advance of a live session.

Specific instructions and links will be provided for each assignment, so that students can easily submit their work to the appropriate place. Discussions will take place through our course site (BMCC OpenLab), which we will review in more detail on our first day of class.

Students are expected to complete all assignments in a timely manner, in adherence to due dates set on the Course Schedule (see more about expectations for students below). In return, students can expect the professor to grade assignments within two weeks of the assignment due date, and respond to emails within 24 hours.

In order to be successful in this class, students will need access to their BMCC email address, a text editor (Microsoft Word, Google docs, etc.), a Zoom account, and a BMCC OpenLab account (we will set these up during our first week/unit).

Units of Study

We will cover the following units of study during this course:

- Introduction to Marketing
- Strategic Planning
- Ethics & Social Responsibility
- The Marketing Environment
- Global Vision
- Consumer Decision Making
- Business Marketing
- Segmentation & Target Markets
- Marketing Research
- Product Concepts
- Developing & Managing Products
- Services & Non-Profit Marketing
- Advertising & Public Relations
- Sales Promotion & Personal Selling
- Social Media + Marketing

Course Policies & Procedures

Expectations for Students

1. Students will be responsible to keep up to date with readings and other course materials independently online and engage in discussion during scheduled class meetings. **Students are responsible to keep up with the pace of the course in between live course sessions.**

The BMCC eLearning Center has several resources to set you up for success in online courses:

- [Digital Tools for Students](#)
- [Preparing for Distance Learning](#)
- [Student Support](#)

2. In this class, you are expected to actively participate in the discussion and activities. We will have assignments due each week. If you don't plan on putting in the effort to engage in the process, this may not be the right class for you.
3. **Students must participate at least once during the first two weeks of class;** Federal regulations concerning the distribution of financial aid state that a student must participate at least once during the first two weeks of class. For online/hybrid sections, simply logging into a course site without active participation (in a discussion, submission of an assignment, etc.) is not considered participation.
4. Each "unit" or week of our semester starts on Monday morning at 12:01am ET and content will become available automatically. Each Sunday evening at 11:59pm ET there is at least one unit assignment due, and **late submissions will have points deducted.** You are responsible for assigned readings and all the information presented in our course. You must stay on top of your own schedule to study and complete assignments by their due date.
5. The instructor will send out announcements via Remind.com, which you can receive for free by joining our "class" in the Remind app. The app is free to download, and instructions are listed as part of our Getting Started assignment.
6. Please use your BMCC email address to communicate with me. On occasion, emails sent from other accounts (Gmail, Yahoo) get filtered into Spam/Junk mail.
7. Students with documented disabilities or related concerns should contact me during our first week to discuss any special needs or accommodations.
8. Conduct yourself according to the University's Code of Conduct and familiarize yourself with the policy of plagiarism and academic integrity.
9. Any student caught cheating or plagiarizing will receive an "F" in the course.
10. If you are having difficulty with the course, please come and talk to me immediately. It is better to deal with problems early on instead of waiting until it is too late. You can proactively set up time to meet with me during office hours by visiting www.calendly.com/professorbuckler and selecting **Office Hours**. If you wait until the end of the semester to approach me, chances are there is not much I can do at that point to save your grade.

Evaluation

This class has a total point maximum of **250 points**. The number of points a student earns will be converted into a percentage score and the grade scale below is used to assign final course grades.

A: 93% and above	B+: 87% - 89%	C+: 77% - 79%	D+: 67% - 69%	F: Below 60%
A-: 90% - 92%	B: 83% - 86%	C: 73% - 76%	D: 63% - 66%	
	B-: 80% - 82%	C-: 70% - 72%	D-: 60% - 62%	

Students will earn points toward the total point maximum in the following categories:

- **UNIT ASSIGNMENTS (160 points)**

Our semester is divided into Weeks, or *Units*, as explained in detail on our Course Schedule. Students will be tasked with responding to prompts (including but not limited to: summarizing outside resources, responding to guest speaker discussions, supporting one side of a current-issue argument) to demonstrate grasp of concepts and writing ability during each unit. Prompts will be posted in advance, and students will be given specific instruction for how to complete written assignments or audio/visual submissions. Each unit's assignments total is worth up to 10 points. Specifics of how to earn points for each assignment will be included on each unit's assignment page on our course site.

- **SEMESTER JOURNAL (50 points)**

Throughout our semester students will be tasked with recording their takeaways from each unit in order to demonstrate their learning and to keep a record of how each unit of study applies to their understanding of the world. As the semester progresses, these insights will build upon themselves as students learn more about the subject matter. This will help students complete their Final Reflection and will provide additional context for the Business Management department about how to keep content relatable and interesting to students in this course. More instructions on the journal will be provided during live class sessions.

- **FINAL REFLECTION (40 points)**

As a means of applying information learned in each unit of study this semester, students will be tasked with reflecting on the semester and responding to several prompts regarding what they have learned and how they will apply it in future courses and/or in their careers. More information, including due dates and specific project requirements will be communicated to students during live class sessions.

Late Assignments

Late work will only be accepted for SERIOUS medical, civic, or family reasons. Please do not ask for an extension. Assignments due on a specific day and time for a reason, and students will have ample notice of all due dates and instructions for completing assignments in a timely manner. If you are experiencing a serious issue that will prevent you from handing in your work, please speak to me as soon as the issue comes up. Unsubmitted assignments will result in a score of zero points for that assignment.

If you are having a problem or an issue that will affect your ability to attend class or complete the course requirements, it is **your responsibility** to let me know as soon as possible. This is very important – please do not wait until you are failing the course.

BMCC Policies and Resources

Class Participation

Participation in the academic activity of each course is a significant component of the learning process and plays a major role in determining overall student academic achievement. Academic activities may include, but are not limited to, attending class, submitting assignments, engaging in in-class or online activities, taking exams, and/or participating in group work. Each instructor has the right to establish their own class participation policy, and it is each student's responsibility to be familiar with and follow the participation policies for each course.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on [BMCC's website \(www.bmcc.cuny.edu\)](http://www.bmcc.cuny.edu). For further information on integrity and behavior, please consult the college bulletin (also available online).

BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.

Single Stop

If you are having problems with food or housing insecurity, finances, health insurance or anything else that might get in the way of your studies at BMCC, come by the Single Stop Office for advice and assistance. Assistance is also available through the Office of Student Affairs, S350, 212-220-8130. (www.bmcc.cuny.edu/singlestop)

Counseling Center

Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits in room S343, 212-220-8140. (www.bmcc.cuny.edu/counseling)

Office of Compliance and Diversity

BMCC is committed to promoting a diverse and inclusive learning environment free of unlawful discrimination/harassment, including sexual harassment, where all students are treated fairly. For information about BMCC's policies and resources, or to request additional assistance in this area, please visit or call the office. If you need immediate assistance, please contact BMCC Public safety at 212-220-8080. (www.bmcc.cuny.edu/aac)

Office of Accessibility

This office collaborates with students who have documented disabilities, to coordinate support services, reasonable accommodations, and programs that enable equal access to education and college life. Students need to register with the Office of Accessibility in order to officially disclose their disability status to the College and to determine eligibility for appropriate reasonable accommodations (including any prior IEPs or 504s). Please contact the OA at the start of the semester (or as soon as possible) to coordinate any accommodation request/s. (room N360 - accessible entrance: 77 Harrison Street), 212-220-8180. (www.bmcc.cuny.edu/accessibility)