

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

Instructor: Brielle Buckler
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Office Hours: Fridays 10-11 am 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, asynchronous** class. Here's what that means directly from the [BMCC Website](#): "Asynchronous class meetings do not require students to log in to their virtual classroom at a specified time. Students do not have to follow a strict schedule to engage in live classes or discussions, and the only requirement regarding when they turn in their work is the assignment deadline, not an arbitrary timeline."

We will cover 12 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 (students will be required to create a free account as part of our first assignment). 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. There are video demonstrations of how to navigate our course site, understand our Course Syllabus, and use our Course Schedule that students must watch as part of their first assignment.

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.), 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:

- The Marketing Function
- Ethics & Social Responsibility
- The Marketing Environment
- Global Vision
- Consumer Decision Making
- Segmentation & Target Markets
- Marketing Research
- 4 P's of Marketing: Product
- 4 P's of Marketing: Price
- 4 P's of Marketing: Place
- 4 P's of Marketing: Promotion
- Social Media & Personal Selling

Course Policies & Procedures

What you can expect from your professor:

1. I will always be available by email or via office hours to answer any questions you have. I will do my best to get you whatever support you need to be successful.
2. I will do my best to answer emails within 24 hours. I will respond to any questions you submit to or ask me a question button on our course site, which you can learn more about in our course site overview video.
3. I will send frequent communications so that you always know what is going on and what to expect in this course. You can expect a regular newsletter to be sent from me and emails to provide pertinent reminders as we reach specific points in the semester. Please let me know if you do not receive these emails or if you have a personal preferred email address.

What your professor expects of you as a student:

1. Students will be responsible to keep up to date with readings and other course materials independently online and submit assignments by predetermined due dates. **Students are responsible to keep up with the pace of the course as presented in the Syllabus and Course Schedule.**
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. **Late submissions will not be accepted.** 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 the listed due dates.
4. Please use your BMCC email address to communicate with Professor Buckler. On occasion, emails sent from other accounts get filtered into Spam/Junk mail.
5. Students with documented disabilities or related concerns should contact the professor during our first week to discuss any special needs or accommodations.
6. Conduct yourself according to the University's Code of Conduct and familiarize yourself with the policy of plagiarism and academic integrity. Any student caught cheating or plagiarizing will receive an "F" in the course.
7. If you are having difficulty with the course, please come and talk to the professor 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 Professor Buckler during office hours by visiting the link at the top of this syllabus. If you wait until the end of the semester to approach these issues, chances are there is not much that can be done to save your grade.

Evaluation

This class has a total point maximum of **100 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 (70 points)**

Our semester is divided into Weeks, 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 week's assignment page on our course site.

- **FINAL REFLECTION (30 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 as the semester gets started via our Course OpenLab site.

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 the professor 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 the professor 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)

Identification Preferences

BMCC community members have the right to be referred to according to their designated name and/or personal pronouns and have the right to use the gendered spaces of their choice according to their identification. For a list of resources available to the LGBTQIA+ community, visit: <https://www.bmcc.cuny.edu/student-affairs/lgbtq/>