



SYLLABUS for MARKETING ORMN 408 [157]

Term: Fall, 2015

Course Number: ORMN 408 [157]

Instructor: Professor Joseph Ferrallo

Mobile Phone: 630-947-3102 (Phone, voicemail or text) (**Best way to reach me**)

Availability: 9 a.m. – 9 p.m. Monday – Saturday (No calls on Sunday please)

E-mail: jferrallo@ccsj.edu primary

Course Time: 6:00 p.m. to 10:00 p.m. (Class begins promptly at 6:00 p.m.)

Course Dates: Monday Evenings – October 12, 19, 26, November 2 and 9

Course Location: CCSJ – Whiting Campus, 2400 New York Avenue, Whiting, IN 46394

Professor Background:

University of St. Francis, Joliet, Illinois

2007 - Master of Science in Training and Development (M.S.T.D.)

2006 - Master of Business Administration (M.B.A.)

1985 - Bachelor of Business Administration (B.B.A.)

I possess 25+ years of experience in senior leadership positions for three fortune 100 companies in a variety of customer care, sales, service, marketing, operations, training and development, human resource and organizational development and performance efficiency roles. I currently serve as President, Strategic Operations Efficiency for a company in Tinley Park, Illinois.

Course Description:

This is an introduction to the process of marketing products and services in an organizational setting which meets the needs and wants of domestic and global customers. Segmentation, product, service, price, distribution and marketing communication strategies are explored. Factors affecting purchase behavior, new product/service development, marketing research and customer satisfaction will also be discussed.

Learning Outcomes/ Competencies: In this course a student will:

- Master an understanding of basic marketing concepts using the text, journal articles, personal observations and class exercises in a collaborative learning environment.
- Master an understanding of the four components of the marketing mix: product, price, promotion and place as well as distribution concepts using the text, journal articles, personal observations and class exercises in a collaborative learning environment.
- Discuss the importance of market research and have a basic understanding of research techniques and the use of primary and secondary data sources in a collaborative learning environment to satisfaction.

- Explore the move toward relationship marketing and the emphasis on customer satisfaction and value in a collaborative learning environment to satisfaction.
- Explore the role of the marketing function in an organization using available resources with necessary independence to satisfaction.
- Conduct a SWOT analysis using all available resources with necessary independence to satisfaction.
- Conduct basic market research using all available resources with necessary independence to satisfaction.
- Develop a basic marketing plan using all available resources with necessary independence to satisfaction.

Required Textbook:

Armstrong, G. and Kotler, P. (2013). Marketing, an Introduction. 11th edition.
 Pearson Prentice Hall: Upper Saddle River, NJ.
 ISBN -13: 978-0-13-274403-4
 ISBN -10: 0-13-274403-1

Assessment:

Attendance	12.5% of grade
Class participation/collaboration	12.5% of grade
Homework Assignments	12.5% of grade
Weekly Journal Article Papers	12.5% of grade
Marketing Plan and Power Point Presentation	50% of grade

Grading Scale:

A = 90 % to 100 % B = 80% to 89.9 % C = 70 % to 79.9 % D = 60 % to 69.9 % F = 59.0 % or less

Class Assignments:

1. It is expected that all assigned readings will be read prior to class discussions.
2. Please sign on to Blackboard to review the assigned chapter power point presentations for each week.
3. You will be called upon in class to provide detailed marketing explanations and examples as well as to actively participate in class. You will also be completing class exercises individually or as a group.
4. You have assignment 1 due Week 1. All assignments are due before 6:00 p.m. the day of class and are to be posted in Blackboard. You may work ahead to complete all assignments. Check the syllabus for all assignment due dates.

Late Assignments Policy:

Late assignments are not accepted unless a discussion with the Professor takes place in advance and permission is given. Assignments received late without permission will not receive any points. Grades for accepted late work may be lowered at the instructor's discretion.

Week	Class Date	Assignments	Date Due
1	10/12/15	Read Chapters 1, 2, 3, 4	10/12/15

	Monday	Overview and Participative Discussion Note: <u>You have assignment 1 due Week 1. Assignment completion instructions are at the back of the syllabus.</u> Week 1 Homework Assignment due – Journal Article (post in Blackboard)	10/12/15 10/12/15
2	10/19/15 Monday	Read Chapters 5, 6, 7, 8 Overview and Participative Discussion Week 2 Homework Assignment due – SWOT Analysis (Post in Blackboard) Draft Marketing Plan idea due (In class)	10/19/15 10/19/15 10/19/15 10/19/15 10/19/15
3	10/26/15 Monday	Read Chapters 9, 10, 11, 12 Overview and Participative Discussion Week 3 Homework Assignment due- Journal Article (Post in Blackboard)	10/26/15 10/26/15 10/26/15
4	11/02/15 Monday	Read Chapters 13, 14, 15, 16 Overview and Participative Discussion Week 4 Homework Assignment due – Coca Cola	11/02/15 11/02/15 11/02/15
5	11/09/15 Monday	Final Marketing Plan Paper & Presentation due Surveys (In Class) Review/Wrap-up (In Class)	11/09/15 11/09/15 11/09/15

Group/Chapter Presentations:

Group work could be an in class project on the evening of class. Assignments and instructions will be discussed during each class.

Marketing Plan & Presentation:

Guidelines and instructions will be provided during Week 1 session.

Weekly Marketing Journal Article Paper:

Assignment guidelines are posted at the end of this Syllabus. Please come prepared with your weekly Marketing Journal Article Paper completed week one and week three of class.

Homework Assignments:

Assignment guidelines are posted at the end of this Syllabus. Please come prepared with your homework assignment completed during week two and week four of class.

Class Policy on Electronic Devices:

Please turn off all cell phones or other electronic devices during class.

Center for Academic Excellence:

The Center for Academic Excellence is dedicated to supporting Calumet College of St. Joseph students. Students work with tutors to develop course competencies and study skills such as time management, test preparation, and note taking. In addition, students are provided with tutoring support to help pass the course, to improve grade point average, and to promote continuing education and career advancement. Tutors have a specific charge; to help students learn how to master specific subject matter and to develop

effective learning skills. Tutoring is open to all students at Calumet College of St. Joseph at no charge and is available to support most introductory courses. Tutoring in support of some other courses is available as well.

The Tutoring Center is located in Room 413 (4th floor). The telephone number is (219) 473-4287 or (800) 700-9100 ext. 287.

Syllabus Modifications:

Modifications to this syllabus may be made to meet the needs of this specific class.

Class Discussion and Participation Expectations:

When participating in class discussions, it is expected that students will demonstrate an applied understanding of the material that is being discussed.

The following guidelines will be used to determine a student's participation grade:

1. Demonstrated evidence that you have read the assigned work.
2. Demonstrated evidence that you have grasped the author(s) meaning.
3. Demonstrated evidence that you have reflected upon and given thought to the ideas, topics and work.
4. Demonstrated evidence that you have listened to your classmates input and experiences.
5. Demonstrated verbal reflection upon responses to interpretations.

Withdrawal from Classes Policy:

After the last day for class changes has passed (see College calendar), students may withdraw from a course in which they are registered with permission from the faculty member conducting the course.

A written request detailing the reason(s) for the withdrawal must be filed with the Registrar. The Registrar must receive written request for withdrawal by the last day of classes prior to the final examination dates specified in the catalogue. Written requests may be mailed to the Registrar or faxed to the College fax number 219-473-4259. Students are to make note of the refund schedule when withdrawing from courses. The request is forwarded to the faculty member, who makes the final determination to accept or deny the request. If the request is honored, the student will receive notification of official withdrawal; if denied, the notification will indicate why the withdrawal is disallowed.

An official withdrawal is recorded as a "W" grade on the student's transcript. Dropping a course without written permission automatically incurs an "F" grade for the course (see Refund Schedule).

Citation of Sources/Guidelines

Calumet College of St. Joseph adheres to citation guidelines as prescribed by the particular discipline (i.e., MLA, APA*** (see Note below), and Chicago Manual of Style or Turabian.). All of these guidelines are available in the Calumet College of St. Joseph library or bookstore. These texts outline how to cite references from a variety of sources, including electronic media.

NOTE: *ORMN-408 students will adhere to the American Psychological Association Guidelines (APA) style of writing for all course assignments. Course assignments not turned in in APA format will be returned to students and no credit will be given.**

When completing homework and papers, it is incumbent **upon you to cite all sources correctly**, according to APA guidelines. Sources are published works by someone else.

This means that when using their sources to support your arguments, positions, or ideas within your work, you must cite your source within the body of your paper (according to APA format) AND include the source in your References section at the end of your written assignment.

There are no exceptions to this policy. Students found in violation of this policy are subject to Academic Dishonesty policies set forth by Calumet College of St. Joseph. Refer to the Student Handbook for more information.

Statement of Plagiarism:

If an instructor or other Calumet College of St. Joseph personnel find that a student has plagiarized or been involved in another form of academic dishonesty, the instructor or other personnel may elect to bring the matter up for judicial review. The maximum penalty for any form of academic dishonesty is dismissal from the College. The procedures for judicial review are listed under the CCSJ handbook section that addresses student grievances.

PLEASE NOTE:

Calumet College of St. Joseph subscribes to Turnitin.com and all papers can and may be submitted for checks on plagiarism from the Internet/Electronic sources/Databases.

APA Writing Style/Assignment Guidelines

To help you get the most from our course I wanted to provide some detail about APA writing style for all our assignments.

(1) You may want to buy the complete guide which is Publication Manual of the American Psychological Association (6th Edition) published by the American Psychological Association in Washington, D.C. Review the APA Style information.

(2) Here are 3 additional online APA Writing style resources that can assist you too:

<http://www.apastyle.org> and <http://www.wisc.edu/writing/Handbook/DocAPA.htm> that provide more in-depth information on APA style.

Additionally, I would also encourage you to visit: <http://owl.english.purdue.edu/> site as it provides a comprehensive guide to APA writing.

(3) **Each assignment in our course is a research assignment.** That means that it is an opportunity to learn something new, not just fulfill a requirement just because the course lists an assignment.

(4) (a) Each paper should have a Title Page (Cover Page) with appropriate information.

(4) (b) Each paper should be written in Times New Roman, 12 point font.

(4) (c) Each paper should include page numbers and a running head.

(4) (e) Each paper should reflect correct APA writing style. That means direct quotes, paraphrases and summations should be cited within the body of your paper **correctly** (see APA guidelines for how to accomplish these individually) as well have the source of where you got the information cited correctly in your reference page(s) at the end of the paper.

(4) (f) I do not require you to have an APA Abstract page (directly following the Title Page). This can be omitted for all your assignments since we are not publishing the results of our time together. Typically, this would be included but I'm giving you a pass here. :-)

(4) (g) **You may not use Wikipedia or any other blog as a source for your research.** These sites do not provide verification of authentic facts, figures or datum. If you have a question about a particular source, please call me so we can discuss.

I use this rule when it comes to authenticity of source information, **"If it's a doubt, then leave it out"** of the paper. Your arguments are much more credible when your information has come from a trusted source. I trust this makes sense to you.

(5) **Each assignment is an English class.** My expectations are that you are in college and would turn in work for which you are proud.

That means that proper use of grammar, syntax, spelling, punctuation, etc. is required. Please proof your papers and make edits before turning in.

Assignment Deadlines

Within the Syllabus, I have listed all the assignment due dates. These dates are firm. That means that the assignment is due on the due date, posted in Blackboard before the beginning of each class. **Assignments will not be accepted past the due date and time (late) unless prior arrangements have been made with me in advance.** Assignments received past the due date and time will not receive any credit.

If you are not going to be in class on a particular date, then all assignments must be submitted in Blackboard before the start of class each week. **Assignments received after that time will be considered late and will not be accepted and credit will not be given.** Please make sure you familiarize yourself with the due date for each assignment.

Class Attendance Policy:

If you are unable to come to class on a scheduled day it is the student's responsibility to call the instructor to notify them of an absence. All assignments that are due on that day still need to be turned in prior to the start of class at 6 p.m. on the scheduled class day in Blackboard.

School Closing Information:

Internet:

<http://www.ccsj.edu>
<http://www.EmergencyClosings.com>
Facility: Calumet College of St. Joseph
Phone: 219-473-4770

Radio:

WGN - 720 AM
WBBM NEWS RADIO 780 AM
WLS - 890 AM
WAKE - 1500 AM
WIJE - 105.5 FM
WZVN - 107.1 FM

TV Channels:

2, 5, 7, 9, 32

Marketing Journal Article Paper Week 1 & 3 Instructions

In weeks 1 and 3 of class, each student will be expected to complete a Journal Article Paper in addition to other assignments given in the Syllabus or in class.

The purpose of the journal article paper is to help students apply the week's text readings to published marketing related topics. ****NOTE: The article selected should relate to the required weekly chapter reading.** The goal is to help students gain insight into current marketing trends, issues, and ideas as well as to build awareness of marketing activities as a whole.

Articles should be accessed electronically and may be sourced from any major publication such as a local or national newspaper, magazines, trade publications, on-line databases, etc. Sign on remotely to your CCSJ library account through the CCSJ website for access to EBSCO host for a wealth of articles. *Bloomberg Business Week* is an excellent resource but not the only resource. **You may NOT use Wikipedia, other wikis or blogs as sources.**

A two-page content (no more than, and not including cover page) typed summary using APA guidelines is to accompany the article. All Papers should be typed up using Times New Roman font and 12 point typeface size in Microsoft Word.

You are not required to complete an Abstract page in your paper. Just include a cover sheet and two-page synopsis.

Papers should contain the following referenced headers outlined below:

<i>Journal Article Paper Headers</i>	<i>Journal Article Paper Content</i>
I. Overview	You should explain and give a synopsis of what the article is about.
II. Pros	You should explain the benefits or positives of the topic/article.
III. Cons	You should explain the drawbacks or negatives of the topic/article.
IV. Conclusion	You should include an insightful reflection on your part. I'm looking for your personal opinions, examples, thoughts and insight here.
Please sure to cite your source in a Reference page at the end of your paper.	

When called upon, come prepared to present and discuss your articles in class.

If articles are not completed in APA format, they will be returned to the student as incomplete and zero points will be awarded.

Homework Assignment Week 2 Instructions

Please create your homework in a table in Microsoft Word Document. Use Times New Roman font, and 12 point size.

Your task will be to complete a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats). A SWOT analysis is a tool that companies use to identify:

- what they do well, (Strengths)
- what they can do better, (Weaknesses)
- what opportunities do we have to improve, markets to capture, customers to acquire,(opportunities) and
- what external (threats) exist, and what future changes are coming as a result of changes in technology, laws, and the natural, legal, and political environments.

I will provide sample handouts in class Week 1 to help you complete the assignment for Week 2. The sample has questions you should use to when completing the assignment.

I will assign the company that each of you will use to conduct the SWOT analysis.

You can access resources on how to conduct effective SWOT analyses through the CCSJ Pegasus Library, your local library etc.

Completing this assignment will help you to complete a SWOT analysis as part of your final Marketing Project assignment.

Homework Assignment Week 4 Instructions

Please type up your homework using APA guidelines, Times New Roman font and 12 point size in MS Word.

Go to www.cocacola.com.

- *Click on "About the Coca Cola Company" link.*
- *Click on the "Sustainability" link*
- *Locate the information on the website about the following topics:*
 - (a) Sustainability*
 - (b) Strategic Vision*
 - (c) Marketplace*
 - (d) Workplace*
 - (f) Environment*
 - (g) Community*

After reading about Coca Cola in the above areas, answer the following questions:

- 1. Do you think Coca Cola is a socially responsible company?
If not, why not and if so, why?**
- 2. As a company, what benefit do you think Coca Cola derives from having a proactive, socially conscious corporate responsibility program?**
- 3. What, if any, environmental program does Coca Cola get involved with?**
- 4. Do you think sales have increased as a result of Coca Cola having a corporate responsibility program? Why or why not?**

Further detailed instructions are:

- 1. Answer all the questions and any question(s) within a question where applicable.**
- 2. Be insightful, thoughtful, detailed, concise and articulate.**
- 3. Apply knowledge learned from the reading and your own personal experience.**
- 4. Type up your homework as you would any other assignment.**
- 5. Cite all your sources. Do NOT use Wikipedia or any Blogs as sources. These are unreliable and untested for accuracy. If you have questions, please ask me.**