

**ITT Technical Institute**  
**MK2530**  
**Fundamentals of Marketing**  
**Onsite and Online Course**

**SYLLABUS**

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**Credit hours:** 4.5

**Contact/Instructional hours:** 45 (45 Theory Hours)

**Prerequisite(s) and/or Corequisite(s):**

Prerequisites: BU1110 Introduction to Business or equivalent

**Course Description:**

This course provides an overview of elements of a marketing plan, market segmentation, product and service mix and global competitive forces. The culminating project includes the completion of a marketing plan for a new product or service.

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## COURSE DESCRIPTION

This course provides an overview of elements of a marketing plan, market segmentation, product and service mix and global competitive forces. The culminating project includes the completion of a marketing plan for a new product or service.

## MAJOR INSTRUCTIONAL AREAS

1. Marketing Principles and Strategies
2. Customer Relationships and Engagement
3. Marketing Technologies and Tools
4. Global Marketing
5. Consumer Behavior
6. Marketing Ethics and Social Responsibility

## COURSE LEARNING OBJECTIVES

By the end of this course, you should be able to:

1. Explain the significance of ethics and social responsibility in marketing.
2. Analyze the role of the customer in marketing planning, target marketing, and positioning strategy.
3. Identify key attributes of marketing and the marketing process.
4. Apply the various tools, techniques, and strategies used to market a product or service.
5. Analyze how companies manage the marketing mix for a product or service.
6. Explain the competitive and global facets of marketing a product or service.
7. Develop a strategic marketing plan.

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## MODULE 1: CUSTOMER SIGNIFICANCE

### COURSE LEARNING OBJECTIVES COVERED

- Explain the significance of ethics and social responsibility in marketing.
- Analyze the role of the customer in marketing planning, target marketing, and positioning strategy.
- Identify key attributes of marketing and the marketing process.

### TOPICS COVERED

- Customer Relationships
- Customer Value
- Strategic Marketing
- Customer Code of Ethics

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
<b>Reading:</b> Kotler & Armstrong, Chapters 1 and 2.	No	4.5 hr
<b>Lesson:</b> Study the lesson for this module.	No	1 hr
<b>Discussion:</b> Participate in the discussion titled “What Is Marketing?”	Yes	N/A
<b>Analysis:</b> Submit the analysis titled “Customer Focus.”	Yes	2.5 hr
<b>Project:</b> Read and begin the project.	No	1 hr

Total Out-Of-Class Activities: 9 Hours

## MODULE 2: MARKETING PROCESS

### COURSE LEARNING OBJECTIVES COVERED

- Explain the significance of ethics and social responsibility in marketing.
- Identify key attributes of marketing and the marketing process.

### TOPICS COVERED

- Marketing Environment
- Marketing Information
- Consumer Markets
- Business Markets
- Ethics of Marketing Research

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
<b>Reading:</b> Kotler & Armstrong, Chapters 3–6.	No	8 hr
<b>Lesson:</b> Study the lesson for this module.	No	2 hr
<b>Discussion:</b> Participate in the discussion titled “Marketing Research.”	Yes	N/A
<b>Analysis:</b> Submit the analysis titled “Marketing Environment.”	Yes	2.5 hr
<b>Research:</b> Submit the research titled “Research Process.”	Yes	3 hr
<b>Project:</b> Continue work on Project Part 1.	No	5 hr

Total Out-Of-Class Activities: 20.5 Hours

## MODULE 3: MARKETING MIX

### COURSE LEARNING OBJECTIVES COVERED

- Analyze the role of the customer in marketing planning, target marketing, and positioning strategy.
- Identify key attributes of marketing and the marketing process.
- Apply the various tools, techniques, and strategies used to market a product or service.
- Analyze how companies manage the marketing mix for a product or service.
- Develop a strategic marketing plan.

### TOPICS COVERED

- Product Development
- Pricing Strategies
- Promotion Plan
- Distribution Channels

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
<b>Reading:</b> Kotler & Armstrong, Chapters 7–12.	No	11 hr
<b>Lesson:</b> Study the lesson for this module.	No	2 hr
<b>Analysis 1:</b> Submit the analysis titled “New-Product Innovation.”	Yes	2.5 hr
<b>Analysis 2:</b> Submit the analysis titled “Pricing-Based Pricing.”	Yes	2.5 hr
<b>Research:</b> Submit the research titled “Marketing Channels.”	Yes	3 hr
<b>Project:</b> Submit Project Part 1.	Yes	3 hr

Total Out-Of-Class Activities: 24 Hours

## MODULE 4: MARKETING TOOLS AND TECHNIQUES

### COURSE LEARNING OBJECTIVES COVERED

- Explain the significance of ethics and social responsibility in marketing.
- Apply the various tools, techniques, and strategies used to market a product or service.

### TOPICS COVERED

- Retailing
- Wholesaling
- Advertising
- Personal Selling
- Online Marketing
- Ethical Marketing Strategy

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
<b>Reading:</b> Kotler & Armstrong, Chapters 13–17.	No	10 hr
<b>Lesson:</b> Study the lesson for this module.	No	2 hr
<b>Discussion:</b> Participate in the discussion titled “Retail Targeting.”	Yes	N/A
<b>Analysis 1:</b> Submit the analysis titled “Retailing Format.”	Yes	2.5 hr
<b>Analysis 2:</b> Submit the analysis titled “Advertising Event.”	Yes	2.5 hr
<b>Research:</b> Submit the research titled “Sales Promotion.”	Yes	3 hr
<b>Project:</b> Begin work on Project Part 2.	No	4 hr

Total Out-Of-Class Activities: 24 Hours

## MODULE 5: COMPETITIVE ADVANTAGE

### COURSE LEARNING OBJECTIVES COVERED

- Explain the significance of ethics and social responsibility in marketing.
- Explain the competitive and global facets of marketing a product or service.

### TOPICS COVERED

- Competitive Advantage
- Global Marketplace
- Sustainable Marketing
- Social Responsibility

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
<b>Reading:</b> Kotler & Armstrong, Chapters 18–20.	No	6 hr
<b>Lesson:</b> Study the lesson for this module.	No	2 hr
<b>Discussion:</b> Participate in the discussion titled “Competitor Analysis.”	Yes	N/A
<b>Analysis:</b> Submit the analysis titled “Import Brand.”	Yes	2.5 hr
<b>Research:</b> Submit the research titled “Global Market.”	Yes	3 hr
<b>Project:</b> Continue work on Project Part 2.	No	4 hr

Total Out-Of-Class Activities: 17.5 Hours

## MODULE 6: MARKETING PLAN

### COURSE LEARNING OBJECTIVES COVERED

- Explain the significance of ethics and social responsibility in marketing.
- Analyze the role of the customer in marketing planning, target marketing, and positioning strategy.
- Identify key attributes of marketing and the marketing process.
- Apply the various tools, techniques, and strategies used to market a product or service.
- Analyze how companies manage the marketing mix for a product or service.
- Develop a strategic marketing plan.

### TOPICS COVERED

- Marketing Plan
- Ethical Marketing Planning
- Marketing Performance Measures

MODULE LEARNING ACTIVITIES	GRADED	OUT-OF-CLASS TIME
<b>Reading:</b> Kotler & Armstrong, Appendix 1.	No	1 hr
<b>Reading:</b> ITT Tech Virtual Library> Basic Search> <ul style="list-style-type: none"> <li>• “Phasing Research Into The Marketing Plan”</li> <li>• “The Globalization of Tesla Motors: A Strategic Marketing Plan Analysis”</li> </ul>	No	1.5 hr
<b>Lesson:</b> Study the lesson for this module.	No	1 hr
<b>Discussion:</b> Participate in the discussion titled “Marketing Plan.”	Yes	N/A
<b>Analysis:</b> Submit the analysis titled “Executive Summary.”	Yes	2.5 hr
<b>Project:</b> Submit Project Part 2.	Yes	4 hr

Total Out-Of-Class Activities: 10 Hours



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## EVALUATION CRITERIA

The graded assignments will be evaluated using the following weighted categories:

CATEGORY	WEIGHT
Analysis	25%
Discussion	20%
Research	25%
Project	30%
TOTAL	100%

## GRADE CONVERSION

The final grades will be calculated from the percentages earned in the course, as follows:

GRADE	PERCENTAGE
A (4.0)	90–100%
B+ (3.5)	85–89%
B (3.0)	80–84%
C+ (2.5)	75–79%
C (2.0)	70–74%
D+ (1.5)	65–69%
D (1.0)	60–64%
F (0.0)	<60%

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## REQUIRED RESOURCES

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### COMPLETE TEXTBOOK PACKAGE

Kotler, P., & Armstrong, G. (2016). *Principles of marketing (Custom 16th ed.)*. Boston, MA: Pearson Custom Publishing.

## RECOMMENDED RESOURCES

- ITT Tech Virtual Library (accessed via Student Portal | <https://studentportal.itt-tech.edu>)
  - Basic Search>
    - Mangram, M. E. (2012). The globalization of Tesla Motors: A strategic marketing plan analysis. *Journal of Strategic Marketing*, pp. 289-312.
    - Palade, A. (2011). Analysis of marketing mix on cosmetics products case study: Avon company. *Annals of The University of Petrosani Economics*, pp. 233-244.
    - Rocchi, B. & Gabbai, M. (2013). Territorial identity as a competitive advantage in wine marketing: A case study. *Journal of Wine Research*, pp. 291-310.
    - Seigerman, B. (2015). It all starts with a solid plan. *Property & Casualty* 360, p. 8.
    - Woojung, C. & Taylor, S. A. (2016). The effectiveness of customer participation in new product development: A meta-analysis. *Journal of Marketing*, pp. 47-64.

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The curriculum employs a variety of instructional methods that support the course objectives while fostering higher cognitive skills. These methods are designed to encourage and engage you in the learning process in order to maximize learning opportunities. The instructional methods include but are not limited to lectures, collaborative learning options, use of technology, and hands-on activities.

To implement the above-mentioned instructional methods, this course uses several teaching strategies, such as critical thinking, problem solving, and lessons. Your progress will be regularly assessed through a variety of assessment tools including discussion, analysis, research, and a project.

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For purposes of defining an academic credit hour for Title IV funding purposes, ITT Technical Institute considers a quarter credit hour to be the equivalent of: (a) at least 10 clock hours of classroom activities and at least 20 clock hours of outside preparation; (b) at least 20 clock hours of laboratory activities; or (c) at least 30 clock hours of externship, practicum or clinical activities. ITT Technical Institute utilizes a “time-based option” for establishing out-of-class activities which would equate to two hours of out-of-class activities for every one hour of classroom time. The procedure for determining credit hours for Title IV funding purposes is to divide the total number of classroom, laboratory, externship, practicum and clinical hours by the conversion ratios specified above. A clock hour is 50 minutes.

A credit hour is an artificial measurement of the amount of learning that can occur in a program course based on a specified amount of time spent on class activities and student preparation during the program course. In conformity with commonly accepted practice in higher education, ITT Technical Institute has institutionally established and determined that credit hours awarded for coursework in this program course (including out-of-class assignments and learning activities described in the “Course Outline” section of this syllabus) are in accordance with the time-based option for awarding academic credit described in the immediately preceding paragraph.

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All students must comply with the policies that regulate all forms of academic dishonesty or academic misconduct. For more information on the academic honesty policies, refer to the Student Handbook and the School Catalog.

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Instructor Name	
Office Hours	
Contact Details	

*(End of Syllabus)*