Boston College Mission Statement

Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description

An overview of the full range of activities involved in marketing. Attention is given to appraisal and diagnosis, organization and planning, and action and control of all elements of marketing. Specifically, the functions of the product and service mix, distribution mix, communication and pricing mix are considered.

Course Objectives

Upon satisfactory completion of this course competency, a student should have the ability to analyze, discuss, describe, and demonstrate the marketing processes and strategies that firms utilize when marketing their products. It is my intent that the process will be a learning one for all. Communication will be the key. In addition to our time together in class each Monday and Wednesday evening, we will also communicate via email. We will utilize the internet extensively. We will have one of our class sessions online, and many assignments, and both exams will be accessible via the internet.

Purpose of the Course: To provide the student with a basic understanding of marketing as a total system of interacting business activities with a managerial focus. Planning, promoting, pricing, and distributing strategies will be emphasized.

1. “The student will demonstrate knowledge, skill and/or competency, across cultural settings and will learn the impact of culture, gender, and age in marketing strategies as demonstrated by class discussion, case analysis and examinations.”

2. “The student will demonstrate ethical knowledge, skill and competency, as appropriate for the course pertaining to international marketing as demonstrated by case studies and analysis.”
Grading
Grading Policies
Your grade in the course will be determined as follows:
- Mid-term Examination: 30%
- Case Analysis: 20%
- Final Examination: 30%
- Participation/Attendance/Interest: 20%

WCAS Grading System
The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (1.67), satisfactory; D+ (1.33), D (1.00), D- (.67), passing but unsatisfactory; F (.00), failure; I (.00), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course. The graduate grading system is A (4.00), A- (3.67), Excellent; B+ (3.33), B (3.00), good; B- (2.67), C (2.00), passing but not for degree credit; F (.00), failure.

Grade Reports. All students are required to log into the web through Agora to access their semester grades. Students must utilize their BC username and password to log on. If your username or password is not known, the Student Learning and Support Center in the O’Neill Library Computer Center will issue a new one. The SLSC requires a valid picture ID (a BC ID, driver’s license or passport) to obtain your password.

Text(s)/Readings (Required)
- Essentials of Marketing 13th Edition
  Authors: Perreault
  Publishers: McGraw Hill Irwin

Readings (Recommended)
Will be provided electronically by the instructor

Important Policies
http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html

Written Work
Graduate and undergraduate students are expected to prepare professional, polished written work. Written materials must be typed in the format required by your instructor. Strive for a thorough, yet concise style. Cite literature appropriately, using APA, MLA, CLA format per instructors decision. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation, and spelling. You are encouraged to make use of campus resources for refining writing skills as needed [http://www.bc.edu/libraries/help/tutoring.html].

Scholarship and Academic Integrity
It is expected that students will produce original work and cite references appropriately. Failure to reference properly is plagiarism. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.
Request for Accommodations
If you have a disability and will be requesting accommodations for this course, please register with either Dr. Kathy Duggan (dugganka@bc.edu), Associate Director, Connors Family Learning Center (learning disabilities or AHD) or Dean Paulette Durrett, (paulette.durrett@bc.edu), Assistant Dean for students with disabilities, (all other disabilities). Advance notice and appropriate documentation are required for accommodations. For further information, you can locate the disability resources on the web at http://www.bc.edu/content/bc/libraries/help/tutoring/specialservices.html.

Attendance
Class attendance is an important component of learning. Students are expected to attend all classes and to arrive by the beginning of and remain for the entire class period. When an occasion occurs that prevents a student from attending class, it is the student’s obligation to inform the instructor of the conflict before the class meets. The student is still expected to meet all assignment deadlines. If a student knows that he or she will be absent on a particular day, the student is responsible for seeing the instructor beforehand to obtain the assignments for that day. If a student misses a class, he or she is responsible for making up the work by obtaining a classmate's notes and handouts and turning in any assignments due. Furthermore, many instructors give points for participation in class. If you miss class, you cannot make up participation points associated with that class. Types of absences that are not typically excused include weddings, showers, vacations, birthday parties, graduations, etc. Additional assignments, penalties and correctives are at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class. In all cases, students are expected to accept the decision of the instructor regarding attendance policies specific to the class.

Consistent with our commitment of creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing the fulfillment of their academic obligations. It is the responsibility of students to review course syllabi as soon as they are distributed and to consult the faculty member promptly regarding any possible conflicts with observed religious holidays. If asked, the student should provide accurate information about the obligations entailed in the observance of that particular holiday. However, it is the responsibility of the student to complete any and all class requirements for days that are missed due to conflicts due to religious holidays.

There may be circumstances that necessitate a departure from this policy. Feel free to contact the WCAS at 617-552-3900 for consultation.

Deadlines
Assignments are due at the beginning of the class period on the specified dates. Late assignments will be graded accordingly.

Course Assignments (readings, exercises and/or experiences)
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading/Exercises/Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 13</td>
<td>Intro. &amp; Housekeeping/Marketing's Strategic Role</td>
<td>Ch. 1 &amp; 2</td>
</tr>
<tr>
<td>May 15</td>
<td>Online Class - Will be explained in class on May 13</td>
<td>Marketing Environment Ch. 3</td>
</tr>
<tr>
<td>May 20</td>
<td>Mktg. Info Systems/ Mktg. Research Market Segmentation</td>
<td>Ch. 7</td>
</tr>
<tr>
<td>May 22</td>
<td>Consumer Behavior Competition/Distribution</td>
<td>Ch. 5 &amp; 6</td>
</tr>
<tr>
<td>May 27</td>
<td>Memorial Day - No Classes</td>
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<tr>
<td>May 29</td>
<td>Midterm Opportunity</td>
<td></td>
</tr>
<tr>
<td>June 3</td>
<td>Managing Products/ New Product Development</td>
<td>Ch. 8 &amp; 9</td>
</tr>
<tr>
<td>June 5</td>
<td>Pricing Strategies Distribution</td>
<td>Ch. 16 &amp; 17</td>
</tr>
<tr>
<td>June 10</td>
<td>Advertising/Promotional Strategies</td>
<td>Ch. 13,14,15</td>
</tr>
<tr>
<td>June 12</td>
<td>Global Marketing Strategies</td>
<td>TBA</td>
</tr>
</tbody>
</table>
Table of Contents for our Text Book

1: Marketing's Value to Customers, Firms, and Society
2: Marketing Strategy Planning
3: Evaluating Opportunities in the Changing Marketing Environment
4: Focusing Marketing Strategy with Segmentation and Positioning
5: Final Consumers and Their Buying Behavior
6: Business and Organizational Customers and Their Buying Behavior
7: Improving Decisions with Marketing Information
8: Elements of Product Planning for Goods and Services
9: Product Management and New-Product Development
10: Place and Development of Channel Systems
11: Distribution Customer Service and Logistics
12: Retailers, Wholesalers, and Their Strategy Planning
13: Promotion-Introduction to Integrated Marketing Communications
14: Personal Selling and Customer Service
15: Advertising, Publicity, and Sales Promotion
16: Pricing Objectives and Policies
17: Price Setting in the Business World
18: Ethical Marketing in a Consumer-Oriented World