



# MARKETING WEB

Text: **MARKETING - Kerin / Hartley / Rudelius**

*14th edition (or an earlier version)*

Week 1	Chapter 1 - Creating Customer Relationships and Value Through Marketing
Week 2	Chapter 2 - Developing Successful Marketing and Organizational Strategies <i>Appendix A - Building an Effective Marketing Plan</i>
Week 3	Chapter 3 - Scanning the Marketing Environment
Week 4	Chapter 5 - Understanding Consumer Behavior Chapter 6 - Understanding Organizations as Customers
Week 5	Chapter 7 - Understanding and Reaching Global Consumers and Markets
Week 6	Chapter 9 - Market Segmentation, Targeting and Positioning Chapter 10 - Developing New Products and Services
Week 7	Chapter 11 - Managing Successful Products, Services, and Brands
Week 8	Chapter 12 - Services Marketing
Week 9	<b>MIDTERM - Chapters 1-3, 5-7, 9-12</b>
Week 10	Chapter 13 - Building the Price Foundation Chapter 14 - Arriving at the final price
Week 11	Chapter 15 - Managing Marketing Channels and Supply Chains Chapter 16 - Retailing and Wholesaling
Week 12	Chapter 17- Integrated Marketing Communications and Direct Marketing Chapter 18 - Advertising, Sales Promotion, and Public Relations
Week 13	Chapter 20 - Personal Selling and Sales Management
Week 14	<b>*Short Marketing Plan due*</b> - about 12 pages/person not including cover and TOC <b>FINAL - Chapters 13-20</b>

**For class discussion**, please contribute to the discussion board. It counts toward your participation. There will be a new topic or article every week. Please make comments on the topic/article posted.

Class web site: [www.blueplanetx.com](http://www.blueplanetx.com)

**Short Marketing Plan:** In this paper you need to come up with a new product or service that does not exist at the moment. Write an about 12 page paper - Marketing Plan - of the topics that are discussed in our chapters - Mission/Vision statement, 4Ps, target market, SWOT analysis, competition, pricing, promotion, international aspect if any. And anything else you find important to get your product sold. Write a mission statement and set different goals for your company. Make sure goals are measurable. And how will you measure them. Describe and analyze your competition and create a SWOT analysis. Use the concepts to explain your position you've learned in class! Use tables you create in Excel, charts, and pictures as well to illustrate your point. Make your marketing document pleasing to the eye and make your reader want to read it and of course create content that is logical and flowing.

Your Short Marketing Plan has to be submitted to the email address: [honu@blueplanetx.com](mailto:honu@blueplanetx.com) as a PDF file. In addition, it has to be printed and made into a bound document. Please find specifications in the Announcement section on Blackboard for binding. Please follow instructions carefully. Aesthetics are part of your grade on this project (25%) It is due in week 15, further instructions can be found on Blackboard Announcements section.

**FINAL GRADE = 100%**

**Grade 60%** = TESTS 1, 2

**Grade 20%** = Small Marketing Plan

**Grade 20%** = Discussion board discussion

A test can only be made up with instructor approval at the end of the term (instructor must be notified before the initial test date) and with appropriate documentation. In case of a makeup, the student must email the instructor the day before the makeup date to make sure the test will be available.

**First Semester Students** A coach has been assigned to assist you with navigating your first semester in college. Coaches help with understanding how Mercer works, finding appropriate help with course work, and establishing academic goals. Visit [www.mccc.edu/coaching](http://www.mccc.edu/coaching) to find your coach or Contact: Arlene Stinson, LB217, 570-3451, [SOAR@mccc.edu](mailto:SOAR@mccc.edu)

**Academic Advising after your first semester** Faculty advisors provide help with completing your major after your first semester. Meet your faculty advisors! Contact the division of your major to find out who is your faculty advisor.

Liberal Arts Division:	Debbie Stotland,	LA162, 570-3378,	
	<a href="mailto:Stotland@mccc.edu">Stotland@mccc.edu</a>		
Business Division:	Doris Geck,	BS134, 570-3482,	<a href="mailto:Geckd@mccc.edu">Geckd@mccc.edu</a>
Math, Science, Health:	Barbara Pieslak,	MS126, 570-3383,	
	<a href="mailto:pieslakb@mccc.edu">pieslakb@mccc.edu</a>		
Undecided major:	Michael Glass,	SC201, 570-3530,	<a href="mailto:glassm@mccc.edu">glassm@mccc.edu</a>

**Use your “MyMercer” Portal!** Your “MyMercer” portal contains your MercerMail, financial information, class schedule, grades, and other information. Check your “MyMercer” portal every day! Visit [www.mccc.edu/mymercer](http://www.mccc.edu/mymercer) to access your portal.

**Tutoring support** Academic support services are free and available for all students. Drop in or contact the following to make arrangements:

Arlene Stinson (WWC), LB 217, 570.3422, [stinsona@mccc.edu](mailto:stinsona@mccc.edu)  
Joann Mia (TC), KC311, 570-3128, [miaj@mccc.edu](mailto:miaj@mccc.edu)

**Reasonable Accommodations for Students with Documented Disabilities** The Office of Special Services (OSS) provides continued support to students with documented disabilities. Support staff are available to help students with differing abilities make a smooth transition to college as well as to succeed throughout their college experience. Contact:

Arlene Stinson, LB 217, 570-3525, [stinsona@mccc.edu](mailto:stinsona@mccc.edu)

**Career and Transfer Center** Planning to go to work or to transfer to a 4-year college after completing your Mercer degree? Contact the Career and Transfer Center for support and advice.

Laurene Jones (WWC transfer services), SC201, 570-3307, [jonesl@mccc.edu](mailto:jonesl@mccc.edu)  
Michael Glass (WWC career services), SC201 570-3530, [glassm@mccc.edu](mailto:glassm@mccc.edu)  
Kimberley Bowser (TC transfer and career), KC216, 570-3110, [bowserk@mccc.edu](mailto:bowserk@mccc.edu)

**Counseling Services** Are you experiencing personal challenges, feeling overwhelmed? Are you having stress and anxiety? Counseling services are available free of charge. Contact:

Dorothy Gasparro, SC239, 570-3354, [gasparrd@mccc.edu](mailto:gasparrd@mccc.edu)

**Veteran’s Services** If you are military, veteran, or family member, we offer free support for you. Contact: Drew Daddio, SC220, 570-3240, [vets@mccc.edu](mailto:vets@mccc.edu)