

Social – college essay



**ASSIGN
BUSTER**

The text(s) used provides a broad range of information to give a solid understanding of how various concepts of marketing work in the real world and offers a basis for how an individual can immediately begin using these principles in their current working environment as well. Text: Marketing: Defined, Explained, Applied e by Michael Levels Course Objectives Be able to define marketing and discuss its core concepts Realize the challenges facing marketers today understand the marketing process and the elements of a marketing plan Recommended References Advertising Age Wall Street Journal (Media and Marketing) New York Times

Principles of Marketing – 14th Edition by Philip Kettle and Gary Armstrong
Class Participation and Assignments As this class has only ten sessions, attendance is important In addition to an overview of the information covered in the text, in-class discussions will provide many examples of real world experiences. The final part of the grade will focus on the creation of a marketing brief that focus on a product, service or even a person of your choosing, this will give you experience in developing a guideline for an overall marketing plan which must include the following elements:
Situational Analysis/Overview/Background

Marketing Strategy Marketing idea – which can be at least one or a combination of the following: Creative Media Strategic alliance Promotional Marketing Brief* Class Participation Total 100% * The final project (Marketing Brief) will be a group project and everyone in the group will receive the same grade. Please let me know if you have to miss a class or need to turn in an assignment late so that your grade will not be penalized. All assignments are

due by April 25th. Course Outline Date Topic/In-Class discussion

Assignments, Additional Readings 2/14/13 THURSDAY 4: 00 -6: 00

Introductions/Review Course Outline What do we want to get from class

Definition(s) of marketing Marketing Environment Chapter 1&2 1st

Assignment: Wall-Mart vs.

. Target (Due 2/21) Strategic Planning Consumer Insight Chapters 3, 8

Discuss Wall-Mart vs.. Target 2nd Assignment Capstone Exercise (Due 2/28)

Chapter 8 pig 112 2/28/13 Value for Customers Consumer Behavior Chapter

6 & 7 (group exercise) 3/7/13 Branding Defining the 3 steps of target

marketing: Market segmentation; target marketing and market positioning

Chapters 9 & 10 3/14/13 The Marketing Plan Product and Service Strategies

Chapter 11 & 12 Review end of semester project 3/28/13 Pricing Strategies

Supply Chain and Distribution Strategies Retailing Chapters 13, 15 4/4/13

Understanding the role of advertising, sales promotion, sales forces and

public relations Personal Selling Chapter 16 & 17 3rd Assignment Bring in an

example of break through advertising, print, TV, radio, outdoor, internet

advertising 4/11/13 Competition Global Considerations Chapter 18, 5 4/18/13

Marketing and Society Marketing Ethics Emerging Trends Some class time

devoted to final projects Chapter 4 4/25/13 Class Presentations FINAL CLASS

Beeline is the Managing Director of Marketing for KGB, ALP an accounting and advisory firm.

She got her start in advertising and was most recently an Account Director at the Unworried Group, an advertising agency that focuses on the Urban and

African American segment for a variety of Fortune 500 companies, where she worked on such accounts as Ford Motor Company, Burger King, Colgate, and Texaco. She has also worked on the client side for the Chase Manhattan Bank, where as an Assistant Vice President she provided direction for agencies to develop campaigns targeting Asian, Hispanic and the General market.

She has an MBA from Burch College, City University of New York, and graduated with a Bachelor's of Science, summa cum laude from Pace University. She has spent the past 20 years in a variety of communications-based roles that have included everything from traditional advertising, event marketing and altruistic promotions that have been a force in shifting consumer perceptions.

Contact Info: m – 917-572-8438 – e-mail: Du New York University takes plagiarism very seriously and regards it as a form of fraud. The definition of plagiarism that has been adopted by the School of Continuing and

Professional Studies is as follows: “ Plagiarism is presenting someone else's work as though it were one's own. More specifically, plagiarism is to present as one's own words quoted without quotation marks from another writer; a paraphrased passage from another writer's work; or facts or ideas gathered, organized, and reported by someone else, orally and/or in writing. Since plagiarism is a matter of fact, not of the student's intention, it is crucial that acknowledgement of the sources be accurate and complete.

Even where there is not a conscious intention to deceive, the failure to make appropriate acknowledgement constitutes plagiarism.

Penalties for plagiarism range from failure for a paper or course to dismissal from the University. " GRADE SCALE Students receive one of the final grades below. In some cases, a numerical grade may have been given for a test or project, but it is eventually converted to a letter grade. Grade Verbal Interpretation Gradations, Conversions, Scales, and Explanations Excellent work.

Superior effort. There is no A+ Very good work. = 87-89 = 3.32.

7 c Satisfactory work. 79 = 2.3 c = 73-76 = 2.0 Pass.

Met minimal course requirements. D-65-66 = 1. There is no D- Fail.

Unsatisfactory work. F = below 65 = 0.

0 Faculty may also assign this grade for unofficial withdrawal (student disappears or excessive absences resulting in a failure to meet the course requirements.) NEE Non-evaluative. (requested or automatic) Cannot be applied to a Certificate. An non-evaluative grade cannot subsequently be changed to an evaluative grade.

Requested: If the course is evaluative, an evaluative grade can only be changed to a non-evaluative grade at the student's written request and with the approval of the instructor.

Student must complete and return the approval form prior to the end of the course. Failure to do so will result in the issuance of the earned evaluative

grade. Automatic: If the course is a non-evaluative course, the NEE will be issued automatically by the Registrar's Office. Faculty do not receive a grade report for these courses. IP Incomplete - pass.

(failure to complete assigned work) Work to date was passing. IP may be granted only in extraordinary extenuating circumstances. It is not given automatically but only when it is deemed to have met end of the course.

Once an Incomplete Contract is approved by the faculty with the grade to date stated, a copy of this request must be filed with the Program Department by the faculty of record.

Students must have completed at least 50% of the course to be considered for an ' P. If the terms of the IP are not met within the time frame stated on the contract, the grade will convert to an N and cannot be changed or further appealed. IF Incomplete - fail. Work to date was failing.

Students must have completed at least 50% of the course to receive an Incomplete. An IF that is not removed by the established time in the

Contract becomes an F and cannot be changed or further appealed. NOTE: A student who receives an IP/IF grade may not simply retake a test or exam already taken. The student must do additional new work to remove the IP/IF as outlined in the contract. There is a grade point deduction from the overall grade for late submission of work.

Pass Student requests a Pass (P) for coursework in an evaluated course. Faculty cannot issue a Pass (P) grade on the grade report. Students must

make a formal written request to the University Registrar to have this grade issued on their transcript before the end of the class.