Hazard Community and Technical College
Course Syllabus

BAS 282 Principles of Marketing
Course #: 77042
Summer 2019, 4 weeks
Session 41

Instructor Contact Information
Instructor Name/Title:
Tammy Richie, professor

Office Hours:
3:00-4:00 Online Mon., Wed., and Thurs. at
tammys.richie@kctcs.edu
Other days and times by appointment

Office Location: 213 E First Federal Center
Phone Number: 487-3117
Email Address: tammys.richie@kctcs.edu

Course Information
Course Description:
The marketing function is introduced and applied to various types of business
organizations with attention to the marketing concept. Topics include the marketing
mix of product, price, promotion, and distribution decisions; international marketing;
and social responsibility.

Prerequisites
BAS 160 or consent of instructor

Start Date: June 3, 2019
Midterm/Last Date to Withdraw Without Instructor Permission: Midterm is June 17.
Last Date to Withdraw with Instructor Approval: June 30, 2019

Textbook Information and Supplies
The ebook for this course is available through ALL ACCESS and is a course fee added to your tuition
listed as a eRequired Resource Fee. You are NOT required to purchase a textbook. No other
supplies are required for this course.

Course Competencies/Student Learning Outcomes

Upon completion of this course, the student can:
1. Describe the marketing functions and describe the ways marketing facilitates exchange and
creates economic utility;
2. Analyze current political, social, economic and demographic trends and their impact on
marketing strategies and practices;
3. Explain the market segmentation process as well as targeting, positioning, and mass marketing;
4. Describe the different product classes for the consumer and organizational markets and apply
these product classification concepts in planning and evaluating marketing strategies;
5. Evaluate distribution channels in terms of marketing functions performed, degree of market exposure achieved and the balance of service to total cost;
6. Describe and evaluate various promotional efforts, including advertising, sales promotion, personal selling, and publicity;
7. Describe and evaluate pricing strategies and decisions;
8. List the stages of the product life cycle and describe the new product development process;
9. Describe the role of marketing research with respect to the development of marketing strategies, and new product ideas and marketing problem-solving; and
10. Describe marketing challenges currently facing businesses and organizations.

Course Structure, Evaluation, and Grading Methods
Grades are assigned based on assignments and exams. A list of these assignments and exams is located on the Blackboard Course Menu.

Due Dates
You may work at your own pace during this 4 week course. You may submit work whenever you are ready. You must complete and submit all work by the last day of this course which is June 30. You may NOT submit work past June 30.

Grading Policy/Scale
90-100 % = A
80-89% = B
70-79% = C
60-69% = D
Below 60% = E

Class Policies/Procedures
Inclement Weather Class Policy/Procedure
During periods of inclement weather, HCTC will either open at 11:00 or be closed. On days that HCTC open at 11:00 a.m., all courses scheduled BEFORE 11:00 a.m., will be canceled. Decisions regarding evening classes will be made by 4:00 p.m. Check local radio, TV stations, or the HCTC website for information.

General Class Make-up, Late Assignment Class Policy/Procedure
Students may NOT submit work past June 30. Otherwise, students may submit any work at any time during this 4 week session.

Attendance Class Policy/Procedure
Students must log on to their course at least once a week to ensure no missed communication.

Withdrawal Class Policy/Procedure
A student may officially withdraw from any class up to and including the date of midterm with a W grade assigned to the student’s record. Students may withdraw from this course with a W up to the last day of the course.

Accommodations Procedure
HCTC recognizes that a disability may preclude a student from demonstrating required course competencies or from completing course requirements. In compliance with Section 504 of the
Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, any qualified student with disabilities may request appropriate course accommodations to ensure that full benefits are received and that the instructor is aware and can make the proper adjustments. Students are encouraged to meet with the Disability Services Representative to develop and complete an Accommodations Plan.

Julie Caudill, HCTC Disabilities Services Representative
Phone: 606-487-3486 and Email: jcaudill0129@kctcs.edu

Appeals Process
Always begin the informal process by talking to your instructor. If issues cannot be resolved, then talk with the Dean/Supervisor (see below for contact information) of the faculty member. For information about academic rights, academic offenses, and the student’s formal right to appeal, review the KCTCS Code of Student Conduct.

Dean/Supervisor Contact Information
Dean/Supervisor: Dr. Ella Strong
Office Location: JCC 259 Hazard Campus
Phone Number: 487-3208
Email Address: ella.strong@kctcs.edu

Approved Course Outline:
Outline:
I. The World of Marketing
   A. An Overview of Marketing
   B. Strategic Planning for Competitive Advantage
   C. Social Responsibility, Ethics, and the Marketing Environment
   D. Developing a Global Vision
II. Analyzing Marketing Opportunities
   A. Consumer Decision Making
   B. Business Marketing
   C. Segmenting and Targeting Markets
   D. Decision Support Systems and Marketing Research
III. Product and Distribution Decisions
   A. Product Concepts
   B. Developing and Managing Products
   C. Marketing Channels and Supply Chain Management
   D. Retailing
IV. Promotion and Pricing Decisions
   A. Marketing Communications and Advertising
   B. Public Relations, Sales Promotion, and Personal Selling
   C. Pricing Concepts

Assignment/Lab Sheets/Rubrics:
A list of assignments is located on your Blackboard course menu.

Additional Syllabus Information:
Review the HCTC Website: (from HCTC Website Click Academics > Syllabus Information)