

Applied Marketing

MGT 254 – WN310 Winter 2020

Instructor: Lori Ziolkowski **E-mail:** loriziolkowski@delta.edu

Office Phone: (989) 686-9384 **Cell Phone:** (989) 297-2763 (best)

Office: F 232

Office Hours: M 12 -2 & W 5 -6 pm in F 232, T 2 – 3 in 036

Class Meeting Info: Room F 036 6:00 pm - 8:55 pm

Course Description: Prerequisite: GB243 or MGT243 and MGT143

Introduces strategic marketing decisions using cases and real life experiences. Introduces the conception, development and implementation of a marketing activity that will be conducted by the students, with an actual budget. Uses practical experiences in preparing and giving several types of presentations to live audiences. Credit may be earned in only one of the following: MGT 254, FM 240 or GB 240.

Course Outcomes:

- Demonstrate an understanding of actual business situations permitting further familiarization with marketing principles and methods as they are employed in various industries.
- Demonstrate an understanding of the promotional mix.
- Demonstrate an understanding of the promotional structure.
- Demonstrate an understanding of promotional planning.
- Demonstrate and understanding of promotional calendars.
- Demonstrate and understanding of a budget.
- Demonstrate an understanding of the promotional aspects of forecasting.
- Demonstrate and understanding of the role of special events in promotion

This is your Capstone class where everything you have learned comes together. This will not be like a typical class, as you will be making decision on what needs to get done and when it needs to be finished. **We will work in groups extensively and it is critical you attend class!** You will be developing and implementing a promotional plan or special event. This may include focusing on Delta's Closet, Food Pantry, or other college department, non-profit or business within the community. It may also include staffing / running Delta's Closet this semester.

The instructor reserves the right to modify the course or syllabus as necessary.

Grading Scale by %

A	94 - 100	B+	87 - 89	C+	77 - 79	D+	68 - 69	F	59 or less
A-	90 - 93	B	84 - 86	C	74 - 76	D	64 - 67		
		B-	80 - 83	C-	70 - 73	D-	60 - 63		

Grading:

A variety of techniques will be used to enhance your learning for this course. These include lecture, discussion, extensive in-class group activities, out-of-class group activities and individual assignments. You are expected to have completed any assigned reading for each class and come prepared to discuss the material in a group setting. You will have a variety of opportunities to demonstrate your knowledge and understanding of the principles taught in this course. These include:

In-class Group Participation (individual)	20 points per class	260 points (15 classes)
Progress Reports (all individual)		
Pre-reflection paper (I)	10 points	10 points
Client pitch & paper (I)	25 points each	25 points
Post-Reflection Paper (I)	50 points	50 points
Project:		
Client Meeting #1 Fact Finding (I)	25 points	25 points
Project Plan (group / peer)	100 points	100 points
Client Meeting #2 Presentation (I)	25 points	25 points
Project Implementation (group / peer)	100 points	100 points
Client Meeting # 3 Project presentation (group / peer)	50 points	50 points
Peer Evaluation (peer)	50 points	<u>50 points</u>
Total Points		435 points

This is a dynamic class and there may be opportunities that arise during the semester that prompt a change in the points / project. While your PRIMARY work will be on your team's project, if your work is completed, you will be required to stay productive and assist another team.

Professional business attire is required for presentations in this class. You will be doing several presentations during this class and you must dress appropriately. If you need assistance with building your wardrobe, FREE business apparel is available through Delta's Closet. If you are unable to find items that meet your needs, contact me well in advance so we can work together to ensure you are properly dressed.

Extra Credit: Activity must have prior approval from instructor. 20 points for documented volunteer activity for a non-profit organization (charity, church, Boys & Girls Club, etc) **OR** activity related to marketing (interview marketing manager, etc.) occurring during this semester - report due one day prior to the last day of class. One page typed essay to include details of the activity, when it occurred, a contact person for verification, how your service was a benefit to the organization & how the experience was a benefit to you. You may also choose to earn up to 20 EC points by working 2 hours in Delta's Closet (if you are NOT on the Delta's Closet team) or an ADDITIONAL 2 hours if you ARE on Delta's Closet team.

Adverse Weather Policy: <http://www.delta.edu/publicsafety/adverseweathersituations.aspx>

Emergency Alert Text: <http://www.delta.edu/publicsafety/emergencynotification.aspx>

Late Assignments: You are responsible to find out what you missed in class. I recommend you partner with a classmate to share information. Also, regularly check Desire2Learn and your Delta email for updates. If you will not be in class, you may turn in your work early via email or put it under my office door. Late assignments will be accepted one class period late with a 20% point deduction.

Instructor Expectations:

The classroom provides an opportunity to learn about the subject, but also about professional business conduct. Your classroom behavior should reflect the rules of a business meeting. These expectations are designed to help you succeed in this class and in your future career.

Attendance: Regular attendance is essential and expected each class. Complete your tasks assigned by the group each week. Excessive absence may result in an Instructor Initiated Withdrawal. Excessive absence is defined as missing 2 weeks of class. Arriving excessively late or leaving early will count as ½ absence.

Technology in the classroom: <http://www.youtube.com/watch?v=0ex4z-4xipc>

Use of cell phones (talking or texting) is prohibited in the classroom. It is not considered appropriate behavior in the business world. Laptop computers may be used in class for course related activities.

Respect: Listen when others are talking, use language appropriate for a business setting, arrive on-time, contribute to the conversation and call / email me if you know you will be unable to attend class. You may bring a drink or snacks to the classroom, providing you eat them quietly and clean up after yourself.

Submitted Work: Ask yourself: Would I submit this report to my client or manager? High quality work includes neatly written or typed papers, minimal grammatical / spelling errors, no "paper fringe" on the sides. Take pride in the work you submit! **Gateway Criteria:** If I can't read it, I don't grade it. If I cannot easily read your work (handwriting, multiple grammatical or spelling errors) I will return the work to you ungraded. You may resubmit with an automatic 20% grade deduction. This includes assignments and test essays.

Resources: There are many resources available to help you succeed in this class and at Delta College. Take advantage of the all that is available including

Counseling and advising to ensure you are on track with pre-requisites & graduation / transfer requirements.

The Writing Café located in the LLIC (library) will assist you with writing assignments.

Tutoring is available in the LLIC free of charge for many classes.

Delta's Closet, located in D 134, provides gently used business apparel, free of charge, to Delta College students and recent graduates. Delta's Food Pantry, located in the lower level A wing, provides students with food, free of charge, to Delta College students.

Delta College is dedicated to your success, therefore, in an effort to ensure you have the supports necessary to be successful, we have a **MyAlert; Early Alert Referral program**. If you have obstacles that are preventing success like transportation issues, etc. and feel

that you could benefit from additional support outside of the classroom, I can make a referral to the facilitators of this program: Marcie Carter and/or Brigit Dyer upon your request.

Accessing eLearning:

A variety of information from this class including the syllabus, will be posted in eLearning and it is important you know how to access the information. Please ask if you have questions about it. Brief directions are below.

Visit the Delta web site at <http://www.delta.edu/home.aspx>

Click on My Portal and login using your Delta username and password

Scroll down and click on the eLearning, then click on the eLearning link that opens below the tab

Click on the course you would like to enter

Click on **Content** to see a variety of resources like the syllabus, Power Point slides and project information. Click on Grades to view your grades.

College Policies:

The College has a number of policies, procedures, rules and regulations, which apply to all students. The Delta College Catalog, which is available both in print form and online at <http://www.delta.edu/catalog/>, includes many of them.

They include but are not limited to the rules in Section VI on Student Rights and Responsibilities, Integrity of Academic Work, Disruptive Students, Student Complaint and Hearing Process, Electronic Resources Access and Use Guidelines; Safety and Security policies, including Sexual Harassment; and student Records Access and Confidentiality.

They also include but are not limited to Academic Policies in Section IV on Grading System including I - Incomplete grades and Attendance Policy and Disputed Final Grade Policy.

The policies, procedures, rules and regulations published in the Catalog apply to you as a student in this course, and you are responsible for knowing and following them. You should also be familiar with, and follow, your instructor's individual policies to ensure your success in the course.

The College also provides free resources to support student success such as the Teaching/Learning Center (<http://www.delta.edu/tlc>) located in the library and Counseling and Academic Advising, in D-102, phone 686-9330. If you have a disability that may interfere with your ability to benefit from the courses you are taking, it is your responsibility to make the College aware of this. Please contact Michael Cooper, Director of Disability Services, in D-106, phone 686-9322, or e-mail at michaelcooper2@delta.edu.

Delta College provides wonderful resources to help you succeed. It is your responsibility to reach out for assistance when needed.

MGT 254 Pre-Reflection Paper

The pre-reflection paper is designed to give you an opportunity to reflect on your upcoming semester in a class that is not typical of those you have taken before. The paper must be typed, double-spaced, Times New Roman 12 pt. font with your name and MGT 254 WN310 W2020 in the TOP RIGHT corner. Dropbox your paper by the due date. Some things to consider when constructing the paper are:

What skills / attributes do you have that will make you a strong team member?

What knowledge do you have that will make you successful in this class?

What are some gaps in skill or knowledge you plan to bridge in this class?

What are some things that make you nervous about this class?

What are some things that make you excited about this class?

Post Reflection Paper

The post reflection paper is designed to give you an opportunity to reflect on your contribution to the completion of your project. The paper must be typed, double-spaced, Times New Roman 12 pt. font with your name and MGT 254 WN310 W2020 in the TOP RIGHT corner. Dropbox your paper by the due date: Some things to consider when constructing the paper are:

How did you contribute to the concept, development and implementation of your team's project?

What are you most proud of (related to your project)?

What would you have done differently to make the project even better?

How did you use the knowledge and skills you gained at Delta to help you with this project?

Include anything else that is meaningful to you.

Be sure to focus on your contributions, as you will complete a peer evaluation that will allow you to comment on your team member's performance.

Client Project Proposal Template

Name: _____

1. Organization name, address, website:
2. Your contact person's name, title and phone number:
3. Is this a registered 503c non-profit? Yes No
4. Purpose of this organization (e.g. mission/mission statement):
5. Description of proposed project - *provide a brief introduction to the situation and/or problem your project seeks to address and/or resolve or the event / activity you plan to assist the client with during your project:*
6. How/why did you select this as your project? What is the proposed value of doing this?

The remaining components will be completed AFTER the organization is approved and they agree to work with you this semester.

7. List the tasks you need to complete: (This part will be completed AFTER the organization is approved)
8. What is your monthly timeline? Include any benchmarks:
9. What resources will you need to implement and complete your project?
10. Outcomes expected - *describe the overall results/goals that you expect to accomplish:*
11. Any additional information you want to provide: