

**Consultant Handbook  
For  
Zingaro Marketing**



**Oakton Community College  
(Aka Fall 2009 MKT 131 Syllabus)**

I. Course <u>Prefix</u> MKT	Course <u>Number</u> 131	Course <u>Name</u> Principles of Marketing	<u>Credit</u> 3	<u>Lecture</u> 3	<u>Lab</u> 0
-----------------------------------	--------------------------------	--	--------------------	---------------------	-----------------

II. Prerequisite:

**Recommended:** Hands-on experience using word processing, the Internet, and e-mail

III. Job Description (Course Catalog Description)

Course studies full meaning of the marketing concept. Content includes discovering consumer needs and wants; translating needs and wants into products and services; creating demand for these products and services and then expanding this demand; developing and analyzing marketing plans.

*Additionally:* We will explore the full meaning of the marketing concept. Course content will include discussions around discovering consumer needs and wants; translating needs and wants into products and services; creating demand for these products and services and then expanding this demand; developing and analyzing marketing plans.

#### IV. Learning Objectives:

You will be able to identify and explain the important concepts in Marketing, which relate to:

1. the determination of target markets
2. establishment of product policies and lines
3. effective distribution channels
4. selecting appropriate promotional mixes
5. determining pricing policies
6. recognizing the importance of a changing global economy and development of new markets.
7. developing and auditing Market Plans and marketing strategies

*You will demonstrate competencies in these objectives by developing and presenting a market plan for a new or existing company or product while working in a team.*

#### V. All of us at Oakton Community College are required to demonstrate academic integrity and to follow Oakton's Code of Academic Conduct. This code prohibits:

- cheating,
- plagiarism (turning in work not written by you, or lacking proper citation),
- falsification and fabrication (lying or distorting the truth),
- helping others to cheat,
- unauthorized changes on official documents,
- pretending to be someone else or having someone else pretend to be you,
- making or accepting bribes, special favors, or threats, and
- any other behavior that violates academic integrity.

There are serious consequences to violations of the academic integrity policy. Oakton's policies and procedures provide students a fair hearing if a complaint is made against you. If you are found to have violated the policy, the minimum penalty is failure on the assignment and, a disciplinary record will be established and kept on file in the office of the Vice President for Student Affairs for a period of 3 years.

Details of the Code of Academic Conduct can be found in the Student Handbook.

VI. Course Outline (see schedule)

The Marketing Environment

Environmental Scanning

Ethical issues

The Global vision

Consumer Behavior

Business to Business Marketing

Segmenting and Target Marketing

Market Research

Customer Value and Quality

Product Concepts: Branding Packaging, Strategies

New Product development

Service Marketing

Wholesaling

Retailing

Promotion Communications: Advertising, Sales, Sales promotion

Internet Marketing

Public Relations

Pricing

Ethnic and Multicultural Marketing

Ethics and Social Responsibility

Strategic Planning

VII. Methods of Instruction: As part of the consulting firm (class), you can expect that you will be required to participate in large and small group discussions, case studies, Internet activities and a variety of projects.

VIII. Firm Required Practices: Students are responsible for reading outside materials as well as the text. Required assignments will include written case studies (homework), final team project, and current marketing topics for class discussion. Students will be responsible for all material discussed in class, regardless of attendance.

X. Methods of Evaluation:

Your grade will be based on your demonstration of proficiency with course objectives as determined by me, the instructor. The following are representative methods for measuring proficiency: Class discussion, individual and group assignments, and activities, and projects; participation; Internet-based activities; quizzes and/or tests.

School Grading System will be used:	90-100 A
	89-80 B
	79-70 C
	69-60 D

XI. Late Papers will be penalized

Failure to show up on an assigned day for presentation will result in a failing grade for the project.

XII. Other Course Information:

1. If you have a documented learning, psychological, or physical disability, you may be entitled to reasonable academic accommodations or services. To request accommodations or services, contact the ASSIST office at the Learning Center. All students are expected to fulfill essential course requirements. The College will not waive any essential skills or requirements of a course or degree program.
2. Use of Computers and Information Technology:  
When you apply at Oakton as a credit student, you are automatically assigned a computer network account and email address. While you are registered for classes and any financial obligations to the College are fulfilled, you may use this account to log into workstations in any of the open or classroom computer labs. Your account gives you access to the wide variety of application programs available on Oakton's Network and on-campus access to the Internet.
3. Rules for computer use are posted in computer labs as well as available in writing in each of the labs. Lab assistants and tutors are available to assist you in the lab regarding software and hardware questions.
4. Users of the College's information technology facilities and resources, including hardware, software, networks, and computer accounts, are expected to use computer resources responsibly and appropriately, respecting the rights of other information technology users and respecting all contractual and license agreements.
5. Under no circumstances is any of the software used at Oakton to be copied. Copying software is in violation of Federal law and College policies. Suspected violations will be vigorously investigated and, if warranted, appropriate penalties

applied. Specifically, you do not have the right (1) to make copies of software for yourself or others, (2) to receive and use unauthorized copies of software, or (3) copy all or parts of a program written by someone else.

6. College Policy on the Observance of Religious Holidays:  
Oakton Community College recognizes the broad diversity of religious beliefs of its constituencies. The College has embraced a practice of shared responsibility in the event a religious observance interferes with class work or assignments. Students who inform instructors well in advance of an intended absence for a major religious observance will not be penalized. The instructor will make reasonable accommodations for students, which may include providing a make up test, altering assignment dates, permitting a student to attend another section of the same course for a class period or similar remedies. Instructors are not responsible for teaching material again.

### XIII. Additional Information Policies and Procedures

#### Examination Make-up Policies:

All consultants are expected to take examinations at the scheduled times. Make-up examinations may be given at my discretion, if the reason for the absence is of an emergency in nature and beyond the control of the "consultant". In addition, in lieu of a make-up exam, I reserve the right to double your lowest test score for one missed test. If you miss an examination, please contact me immediately to discuss the possibilities.

#### Assignments:

All assignments are due on the date for which they have been assigned.

Assignments done outside of class will be submitted via WebCT. Assignments turned in "by hand" will not be accepted. As in the business world, if you miss a deadline you are out of luck. **NO Late Assignments will be accepted!**

All assignments will be typed. In addition, assignments with **spelling and/or grammatical errors will not be accepted.**

Emails: When sending me an email, please remember that I am your "boss" (instructor) and not your friend. Emails without anything in the subject area will not be returned. In addition, a salutation such as "hey, it's Joe" is not an appropriate way to communicate with me and will not be returned.

**Important for all students considering completion of the AAS Degree in Marketing  
Management  
Beginning Fall 2009**

Prior to graduation students must demonstrate knowledge and skill development in marketing by completing three portfolio projects that utilized analysis, problem solving, communication, presentation, and creative design skills.

These portfolio projects are the projects assigned in each class  
For more information contact Sue Cisco scisco@oakton.edu

**MKT 131, MKT 151, MKT 215, MKT 230, MKT 248, MKT 240, MKT 265 MKT 270 or 271  
Students must submit at least 3 projects from the above**

Teaching Philosophy: The classroom and course conduct

- I will teach to all learning styles as best I can. Therefore, I will use a variety of educational strategies to keep the subject matter interesting as well as engage you. While we will cover the theory of the material, I believe that the best way to make it "real" is to have an opportunity to "practice" in class.
  
- I believe that this course is not only about the course material but also about gaining the experience necessary to be successful in the workforce therefore; my expectations are those that would apply in the workforce: you will come to "class", ready to work and give your very best effort. Your best effort includes but is not limited to: turning in assignments on time which are free from grammatical or spelling errors, contributing 100% to individual and group projects, participation in class.

Instructor: Lisa Zingaro, Assistant Professor of Business  
Office: 2452 Office Phone: 847.376.7123

Email: lzingaro@oakton.edu