

# SYLLABUS

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**Code:** MRKT202

**Title:** Marketing in Contemporary Society

**Division:** Business and Technology

**Department:** Fashion/Marketing

**Course Description:** The student will examine the societal implications of modern marketing practice by reading and evaluating a series of essays by prominent authors. The student will apply marketing principles and techniques to the area of consumer behavior and evaluate their relevance to overall marketing pattern.

**Prerequisites:** Grade of "C" or higher in MRKT 101

**Corequisites:** None

**Prerequisites or Corequisites:**

**Credits:** 3

**Lecture Hours:** 3

**Lab/Studio Hours:** 0

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**REQUIRED TEXTBOOK/MATERIALS:**

Contemporary Advertising, 10<sup>th</sup> Edition, William Arens

**ADDITIONAL TIME REQUIREMENTS:**

**COURSE LEARNING OUTCOMES:**

Upon completion of this course, students will be able to:

- Differentiate and analyze marketing strategies appraising the success or failure of such strategies. (Historical/Societal Analysis, Creative Thinking)
- Articulate conclusion either orally or in written form. (Communication)

**GRADING STANDARD:**

A grade will be assigned to each student based upon the quality of their work, using the following criteria:

|    |              |
|----|--------------|
| A  | 93 - 100     |
| A- | 90 - 92      |
| B+ | 87 - 89      |
| B  | 83 - 86      |
| B- | 80 - 82      |
| C+ | 76 - 79      |
| C  | 70 - 75      |
| D  | 65 - 69      |
| F  | Less than 65 |

Students should review individual faculty addendum for any changes in grading policy.

**COURSE CONTENT:**

- Application of Marketing Theory
- The Marketing Mix
- The Channels of Distribution
- The Role of Marketing in our Economy

# SYLLABUS

## **DEPARTMENT POLICIES:**

### *Attendance and Testing Policy:*

Tests must be taken in class on the day and time they are scheduled. Unexcused absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of "0." With the instructor's permission, the student will be permitted to take a makeup examination.

Instructors may grant exceptions via advance arrangements or for medical, legal, personal or other bona fide reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class is not considered a valid absence.

Expressed in simple and absolute terms, cutting an exam will result in a grade of "0" unless the student has made advance arrangements or produces valid documentation for the absence.

### *Additional Attendance and Lateness Policies:*

1. If late, see instructor at the end of the lecture.
2. No credit for attendance if student leaves at the break. Students must notify the instructor if they intend to leave.
3. Credit only for half attendance if student arrives excessively late or leaves early.
4. If out for illness or travel, see instructor.

### *Cheating:*

If any student utilizes notes, receives assistance in any way or is cheating on an exam or assignment, the student will receive a "0" grade for that exam or assignment. The student will also forfeit the opportunity to retest on that exam or assignment. Expressed in simple and absolute terms, if you cheat in any way, you will not receive credit for that exam or assignment.

### *Incomplete (INC) Grade Criteria:*

A grade of INC may be assigned for students who have been actively participating throughout the term and approach the end of the term without having completed all the course requirements satisfactorily. A student who receives a grade of INC may continue work to a date determined by the faculty member. If the student completes the work by the determined date, a change of grade will be submitted if appropriate. If the student does not complete the requirements by the established date, the grade will be changed to an F.

To be granted an INC, the student must meet the following criteria:

1. No more than 2 unexcused absences
2. Must have taken 4 of the 6 required examinations.
3. Must file appropriate forms within the prescribed time
4. The deadline will be established on the form.

## **COLLEGE POLICIES:**

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK AND BCC CATALOG](#).

## **NOTIFICATION FOR STUDENTS WITH DISABILITIES:**

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities

# SYLLABUS

Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

**ADDITIONAL SUPPORT/LABS:**

Helen Anne Johnson, Learning assistant

Office location: LAH214

Phone: 732-224-2552

E-mail: [hjohnson@brookdalecc.edu](mailto:hjohnson@brookdalecc.edu)

*The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arises.*