JEFFERSON COLLEGE
COURSE SYLLABUS

MGT255
MARKETING STRATEGIES

3 Credit Hours

Revised by:
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September 10, 2014

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Dena McCaffrey, Ed.D., Dean, Career & Technical Education
MGT255 Marketing Strategies

I. CATALOGUE DESCRIPTION

A. Pre-requisite: MGT150 Marketing and MGT133 Advertising requires a “C” or better; Reading Proficiency

B. 3 Semester Hours Credit

C. This course will provide students skills necessary to analyze an existing business’s marketing strategies; evaluate, propose, and implement a marketing plan of action based on goals of the business owner(s) (F,S,O)

II. EXPECTED LEARNING OUTCOMES/CORRESPONDING ASSESSMENT MEASURES

<table>
<thead>
<tr>
<th>Students will be able to evaluate a business’s marketing strengths, weaknesses, opportunities, and threats (SWOT) analysis</th>
<th>In-Class Exercises</th>
<th>Discussions</th>
<th>Projects</th>
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<tbody>
<tr>
<td>Students will be able to describe how customers, the competitors, corporate partners and the physical environment affect marketing strategy</td>
<td>In-Class Exercises</td>
<td>Discussions</td>
<td>Projects</td>
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<tr>
<td>Students will be able to identify profitable marketing strategies</td>
<td>In-Class Exercises</td>
<td>Discussions</td>
<td>Projects</td>
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<tr>
<td>Students will be able to develop and present an effective marketing plan</td>
<td>In-Class Exercises</td>
<td>Discussions</td>
<td>Projects</td>
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III. OUTLINE OF TOPICS

A. Evaluate
   1. Meet with business owners(s)
   2. Evaluate operations and marketing
   3. Gather data
   4. Prepare a SWOT analysis
   5. Progress report
B. Plan
1. Organize a plan of action
2. Delegate responsibilities for plan of action
3. Progress report

C. Research
1. Secondary research
2. Primary research
3. Target market
4. Progress report

D. Organize
1. Develop a plan of action
2. Implement plan of action
3. Progress report
4. Progress report

E. Report
1. Create a report to present to owner(s)
2. Organize and coordinate meeting to present results
3. Progress report
4. Progress report

F. Present
1. Present results to employer
2. Recommendations
3. Future predictions/opportunities

IV. METHOD(S) OF INSTRUCTION
A. Lectures
B. Class Discussions
C. Exercises
D. Projects

V. REQUIRED TEXTBOOK(S)
None
VI. REQUIRED MATERIALS

Computer with Internet Access

VII. SUPPLEMENTAL REFERENCES

Online Articles

VIII. METHOD OF EVALUATION

A. In-Class Discussions 150 points
B. Reports 150 points
C. Assignments 150 points
D. Project(s) 100 points

Total 550 points

A= 495-550
B= 440-494
C= 385-439
D= 330-384
F= 329 and below

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library phone 636-481-3169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College website, http://www.jeffco.edu).

XI. ATTENDANCE STATEMENT

Regular and punctual attendance is expected of all students. Any one of these four options may result in the student being removed from the class and an administrative withdrawal being processed: (1) Student fails to begin class; (2) Student ceases
participation for at least two consecutive weeks; (3) Student misses 15 percent or more of
the coursework; and/or (4) Student misses 15 percent or more of the course as defined by
the instructor. Students earn their financial aid by regularly attending and actively
participating in their coursework. If a student does not actively participate, he/she may
have to return financial aid funds. Consult the College Catalog or a Student Financial
Services representative for more details.

XII. OUTSIDE OF CLASS ACADEMICALLY RELATED ACTIVITIES

The U.S. Department of Education mandates that students be made aware of expectations
regarding coursework to be completed outside the classroom. Students are expected to
spend substantial time outside of class meetings engaging in academically related
activities such as reading, studying, and completing assignments. Specifically, time spent
on academically related activities outside of class combined with time spent in class
meetings is expected to be a minimum of 37.5 hours over the duration of the term for
each credit hour.