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2023

### Principles of Marketing Eco 21250

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*CUNY City College*

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**The City College of New York  
Economics and Business Department  
ECO 21250: Principles of Marketing  
Spring 2023**

**Instructor:** Jennifer Lavayen  
**Email:** [jlavayen@ccny.cuny.edu](mailto:jlavayen@ccny.cuny.edu)  
**Office:** NAC 4/144

**Office Hours:** Tuesday 4-5pm ET & [By Appointment](#)  
**Class Hours:** 3  
**Credits:** 3

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Course Description

The Distribution and sale of goods and services from production to final consumption. Includes changing behavior of consumers and relationship to producers. Selling behavior; and the economics of merchandising, including product life cycle, location theory, and optimal sales effort.

Basic Skills/Prerequisites

**Students must have passed ECO 10150, ECO 10250, ECO 10350, AND (MATH 20100 OR MATH 20500) or with department permission.**

Teaching Methods

This course will be taught in- person.

Use of Technology

Students will utilize computers for Internet connection, Social Media Sites, Adobe Photoshop, Google and/or Microsoft Office Suite throughout the semester.

Required Text

Students will **not** be required to purchase a textbook for this course. All content and multimedia will be available for free via OER. Content links for each unit of study are available on our Course Schedule.

Student Learning Outcomes

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

1. Demonstrate ability to summarize and paraphrase current events and trends in marketing including information on potential careers.
2. Demonstrate the ability to seek, handle and interpret key economic and behavioral data which underpin marketing practice.
3. Analyze marketing problems as they arise within a business organization and demonstrate the ability to identify key issues related to the external environment & target market that may be impacting the situation.
4. Present a Marketing Mix configuration for a product/service offering.

**Dates are subject to change based on class pace and need.**

## Course Structure

This course will run during the 2023 spring semester. View the full schedule [here](#).

We will cover 15 topics this semester, all of which are listed below and on our Course Schedule. A list of materials to read, listen to, or watch has been created for each week/unit, and a link for each list has been added to our Course Schedule. There are also easily-navigable menu items for each on our course site. There are video demonstrations of how to navigate our course site, understand our Course Syllabus, and use our Course Schedule that students must watch as part of their first assignment.

All units, materials, and assignments will be posted in accordance with our semester schedule. Students must complete assignments by submission deadlines for assignments, and read/listen to/watch the unit materials in advance of a live session.

Specific instructions and links will be provided for each assignment, so that students can easily submit their work to the appropriate place. Discussions will take place through our course site (Blackboard), which we will review in more detail on our first day of class.

Students are expected to complete all assignments in a timely manner, in adherence to due dates set on the Course Schedule (see more about expectations for students below). In return, students can expect the professor to grade assignments within two weeks of the assignment due date, and respond to emails within 24 hours.

In order to be successful in this class, students will need access to their CCNY email address, a text editor (Microsoft Word, Google docs, etc.) and Photoshop or photo editing software.

## Units of Study

We will cover the following units of study during this course:

- What is Marketing?
- The Marketing Function
- Ethics & Social Responsibility
- The Marketing Environment
- Global Vision
- Consumer Decision Making
- Business Marketing
- Segmentation & Target Markets
- Marketing Research
- 4 P's of Marketing: Product
- 4 P's of Marketing: Price
- 4 P's of Marketing: Place
- 4 P's of Marketing: Promotion
- Social Media & Personal Selling

## Course Policies & Procedures

### Expectations for Students

1. Students will be responsible to keep up to date with readings and other course materials independently online and submit assignments by predetermined due dates. **Students are responsible to keep up with the pace of the course as presented in the Syllabus and Course Schedule.**
2. In this class, you are expected to actively participate in the discussion and activities. We will have assignments due each week. If you don't plan on putting in the effort to engage in the process, this may not be the right class for you.
3. **Students must participate at least once during the first two weeks of class.** Federal regulations concerning the distribution of financial aid state that a student must participate at least once during the first two weeks of class.
4. Each "Week" (as outlined in our Course Schedule) of our semester starts on Saturday morning at 12:01am ET and content will become available automatically. Each Friday evening at 11:59pm ET there is at least one unit assignment due, and **late submissions will not be accepted.** You are responsible for assigned readings and all the information presented in our course. You must stay on top of your own schedule to study and complete assignments by their due date.
5. The instructor will send out announcements via **blackboard**. Please check
6. Please use your CCNY email address to communicate with the professor. On occasion, emails sent from other accounts (Gmail, Yahoo) get filtered into Spam/Junk mail.
7. Students with documented disabilities or related concerns should contact the professor during our first week to discuss any special needs or accommodations.
8. Conduct yourself according to the University's Code of Conduct and familiarize yourself with the policy of plagiarism and academic integrity.
9. Any student caught cheating or plagiarizing will receive an "F" in the course.
10. If you are having difficulty with the course, please come and talk to the professor immediately. It is better to deal with problems early on instead of waiting until it is too late. You can proactively set up time to meet with Professor Lavayen by setting up an appointment during office hours by visiting <https://calendly.com/jlavayen/advisement>. If you wait until the end of the semester to approach these issues, chances are there is not much that can be done to save your grade.

## Evaluation

This class has a total point maximum of **100 points**. The number of points a student earns will be converted into a percentage score and the grade scale below is used to assign final course grades.

A: 93% and above	B+: 87% - 89%	C+: 77% - 79%	D+: 67% - 69%	F: Below 60%
A-: 90% - 92%	B: 83% - 86%	C: 73% - 76%	D: 63% - 66%	
	B-: 80% - 82%	C-: 70% - 72%	D-: 60% - 62%	

Students will earn points toward the total point maximum in the following categories:

- **EXAM (25 points)**  
There will be only one exam for the semester. You will need to understand concepts thought through-out the semester to move on to the two projects. There will be no make-up exams barring illness with documentation.
- **PRESENTATIONS (45 points)**  
In Lieu of a final exam, we will have two group presentations that will put your knowledge learned in the prior weeks into practical application. One project will be based on a social media post and one will be a print add.
- **ASSIGNMENTS (15 points)**  
Our semester is divided into Weeks, as explained in detail on our Course Schedule. Students will be tasked with responding to prompts (including but not limited to: summarizing outside resources, responding to guest speaker discussions, supporting one side of a current-issue argument) to demonstrate grasp of concepts and writing ability during each unit. Prompts will be posted in advance, and students will be given specific instruction for how to complete written assignments or audio/visual submissions. Each unit's assignments total is worth up to 10 points. Specifics of how to earn points for each assignment will be included on each week's assignment page on our course site.
- **ATTENDANCE (15 points)**  
Part of being able to absorb the knowledge learned through lectures and discussions is being in class. there is a weekly sign in sheet to document attendance through a google doc.

### Late Assignments

Late work will only be accepted for **SERIOUS** medical, civic, or family reasons. Please do not ask for an extension. Assignments due on a specific day and time for a reason, and students will have ample notice of all due dates and instructions for completing assignments in a timely manner. If you are experiencing a serious issue that will prevent you from handing in your work, please speak to the professor as soon as the issue comes up. Assignments not submitted will result in a score of zero points for that assignment.

If you are having a problem or an issue that will affect your ability to attend class or complete the course requirements, it is **your responsibility** to let the professor know as soon as possible. This is very important – please do not wait until you are failing the course.

## CCNY Policies and Resources

### Class Participation

Participation in the academic activity of each course is a significant component of the learning process and plays a major role in determining overall student academic achievement. Academic activities may include, but are not limited to, attending class, submitting assignments, engaging in in-class or online activities, taking exams, and/or participating in group work. Each instructor has the right to establish their own class participation policy, and it is each student's responsibility to be familiar with and follow the participation policies for each course.

### Accessibility & Campus Resources

At City College, we strive to make all our classes accessible to every student, regardless of any disability (visible or non-visible; physical, cognitive, emotional, or learning) or any other special circumstances (such as a medical, personal, or housing emergency; family responsibilities; financial difficulties; legal difficulties; or immigration status) that may affect your ability to attend class and complete the coursework. Please speak to your professors in office hours or via email early in the semester or as soon as you're aware that you may need accommodations.

**In addition, City College offers resources to students in a wide range of circumstances. Please share this information with your friends and classmates at CCNY! We want all students to succeed and to take advantage of all the support the college has to offer.**

- Please let your other professors know if you have registered with the AccessAbility Center/Student Disability Services (AAC/SDS) or have any special needs, learning differences, or medical conditions that may affect your coursework so that we can make the appropriate accommodations. If you believe you may need an accommodation, please do get in touch with the AAC/SDS. You can reach the AccessAbility office via email ([disabilityservices@ccny.cuny.edu](mailto:disabilityservices@ccny.cuny.edu)) or through their Zoom virtual front desk (<https://ccny.zoom.us/j/116151245>).
- If you need a computer, tablet, or wi-fi, you can request them through an online form ([https://portal.ccny.cuny.edu/depts/oit/cuny\\_loaner/login.php](https://portal.ccny.cuny.edu/depts/oit/cuny_loaner/login.php)). You can also contact the iMedia Center via email ([imedia@ccny.cuny.edu](mailto:imedia@ccny.cuny.edu)) or via their Zoom virtual front desk, Monday-Thursday, 11 am-3pm (<https://ccny.zoom.us/j/2126505480>).
- If you have any questions or concerns about your immigration status or that of your family members, please consult the CCNY Immigration Center for free and confidential advice via phone (212-650-6620) or email ([meetu.dhar@cuny.edu](mailto:meetu.dhar@cuny.edu)).
- If, for any reason, you are struggling with personal issues, anxiety, depression, or stress, there are a number of resources on campus.

**The Student Counseling Center in the Health and Wellness Center provides remote counseling that is free and confidential to students. You can contact them via phone (212-650-8222), email ([counseling@ccny.cuny.edu](mailto:counseling@ccny.cuny.edu)), or their Zoom virtual front desk, Monday-Thursday 10am-4pm (<http://ccny.zoom.us/j/2126508222>). They also have links to a number of resources on their website (<https://www.ccny.cuny.edu/counseling>).**

**The Colin Powell School offers free, confidential peer mentoring with trained graduate students on issues of stress management and self-care. To sign up, simply send an email ([peernavigationccny@gmail.com](mailto:peernavigationccny@gmail.com)) or sign up online (<https://calendly.com/peernavigation/calendar?month=2020-10>).**

**If you are dealing with food insecurity, please visit Benny's Food Pantry in the Hoffman Lounge on the first floor of the NAC. The pantry is open even during the pandemic. To gain access on weekdays, just make an appointment online (<https://calendly.com/bennysfoodpantry/benny-s-food-pantry-appointment-system?month=2021-08>).**

## Class Schedule

- Week 1: (1/30/23) – Self -Introduction and what is Marketing?
- Week 2: (2/6/23) – Marketing Function, Segmentation and Targeting Group selection day.
- Week 3: (2/13/23) – No Class
- Week 4: (2/21/23) – *Runs on a Monday schedule* Marketing Strategy
- Week 5: (2/27/23) – Ethics and Social Responsibility
- Week 6: (3/6/23) – Marketing Information, Research and Consumer Behavior.
- Week 7: (3/13/23) – Positioning and Branding
- Week 8: (3/20/23) – Product Marketing
- Week 9: (3/27/23) – Pricing Strategies and Distribution Channels
- Week 10: (4/3/23) – First Exam
- Week 11: (4/10/23) – Spring Break
- Week 12: (4/17/23) – Promotion: Integrated Marketing Communication (IMC)
- Week 13: (4/24/23) – Marketing Globally and Marketing plan
- Week 14: (5/1/23) – First Presentation
- Week 15: (5/8/23) – First Presentation(con't)
- Week 16: (5/15/23) – Second Presentation