

Fall 2018

Course: BUS 200 Principles of Marketing

Credit: 4 Quarter Hours

Method of Delivery: Arranged eLearning

Course Description:

An analysis of the movement of goods from producers to consumers, stressing an understanding of channels of distribution, the various marketing functions, marketing management, and the solution of marketing problems. Students will gain an understanding of not only the role of marketing in the firm, but also the function that marketing serves for society in general.

Prerequisite(s): BUS106 Introduction to Business

Text(s) & Manual(s): Marketing : An Introduction (13th Edition)

Author(s): Gary Armstrong, University of North Carolina, Philip Kotler, Northwestern University.

Publisher: Boston: Pearson, [2017]

ISBN: 9780134149530

Materials Needed for the Course:

- Additional Supplies: None
- Hardware/Software and Equipment: Access to a computer, internet and meet the minimum
- ELearning system requirements for Midstate College as stated in the Student Handbook.

Topics:

**The following topics correspond to the chapter numbers in the textbook ("Marketing - An Introduction", Armstrong & Kotler, 13e)*

1. Understanding Marketing and the Marketing Process
2. Company and Marketing Strategy
3. Analyzing the Marketing Environment
4. Managing Marketing Information
5. Understanding Consumer/Buyer Behavior
6. Understanding Marketing Mix (Segmentation, Targeting, Positioning)
7. Building Customer Value (Products, Services, and Brands)
8. Developing New Products (Product Life Cycle)
9. Understanding/Capturing Customer Value (Pricing)
10. Delivering Customer Value (Marketing Channels)
11. Retailing and Wholesaling
12. Engaging Customers & Communicating Customer Value (Advertising & Public Relations)
13. Personal Selling and Sales Promotion

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- 14. Direct, Online, Social Media, and Mobile Marketing
- 15. The Global Marketplace
- 16. Sustainable marketing (Social Responsibility & Ethics)

Learning Objectives: Upon completion of the course, the student will be able to:

- 1. Be knowledgeable of the important concepts of marketing and the marketing process.
- 2. Comprehend what marketing is and its role in business and industry.
- 3. Explain the impact that marketing has upon consumer buying behavior.
- 4. Understand the techniques utilized in the marketing function.
- 5. Effectively analyze and assess a marketing plan/strategy.
- 6. Define marketing terminology.
- 7. Discuss consumer and business buying behavior.
- 8. Examine and describe the differences between retailing and wholesaling.

Midstate Grading Scale:

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
0 - 59	F

Midstate Plagiarism Policy:

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success:

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The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in Room 110 (in person); (309) 692-4092, extension 1100 (phone); studentsuccess@midstate.edu (email).

Instructor Information:

Instructor: Nick Fowler, MBA

Midstate e-mail: njfowler@midstate.edu

Cell Phone: 309-253-8777 (text preferred)

Office Phone: 309-692-4092 ext. 2280

Office Hours: Office located in Room 228. I am on campus Monday through Thursday (and often Friday), and can meet with students at any time (in person or digitally). Please call or email and make an appointment to avoid any schedule conflicts.

Policies and Procedures:

1. Late work: Late work is not accepted and will result in a zero percent on any/all late assignments. Only in extreme extenuating circumstances will late work be accepted (and even in such circumstances, the student has the responsibility to notify the instructor in a timely manner and seek approval for extensions). Even if extensions are granted, late penalties in grading will still apply at the discretion of the instructor.

2. All Writing Assignments: This includes, but is not limited to, papers, essays, projects, essay questions on exams, homework assignments, and summaries. These assignments will supplement the textbook, additional readings, and lectures to further your understanding and application of course material. Students may be asked to submit forums or written work online via Turnitin (our online plagiarism and grammar scanning software). Late papers will not be accepted (see above policy on late work). All writing must be typed, 12 pt font, with 1" margins. I expect college-level writing, appropriate for the level of the class, and all writing will be graded on spelling, grammar (run-on sentences, punctuation, etc), and mechanics in addition to content. Writing should pull on details from the course material and should be in your own words (see Academic Dishonesty below).

3. Academic dishonesty: Material/information taken from ANY source, including the course textbook, should be cited appropriately. Cheating / plagiarism in any form will not be tolerated in this course and may result in the dismissal/suspension from the course/program/college. Do your own work. Not knowing the rules of plagiarism is not a valid defense. Check with me or our numerous campus resources on academic integrity (i.e. Student Success, Library, etc) if you are not clear on what constitutes plagiarism.

4. Syllabi changes: The instructor reserves the right to change this syllabus at any time. Students will receive timely notice of all such changes via announcements made online in Moodle Rooms and/or via email.

Participation Requirements:

In class: Students are expected to be in class during each on-campus session. Attendance is taken for each class session, and reported to the college. Likewise, students may receive credit for attending, and/or participating in, class. In the event of an absence, even if it was approved by the instructor ahead of time, the student will be marked absent and may lose any/all points associated with participation.

eLearning: In accordance with Midstate College policies, class material will be made available in our learning management system (Moodle Rooms) on Monday at 12:00 p.m. of each week and will remain available until the following Monday until 8:00 AM. This allows students one week to access the lecture and related material for that week's session, complete any assignments and/or assessments, and participate in the mandatory discussion and summary boards (see my discussion/summary requirements rubric in Moodle Rooms to ensure full credit in forums). Students must "submit substantial gradable work" in order to be marked as present for each week (see the Midstate eLearning policy on attendance in the student eLearning handbook). While each week extends from Monday at 12:00 PM to the following Monday at 8:00 AM, the instructor has the right to set due dates at their discretion within each week. For instance, **your initial discussion posts are due Thursday nights by Midnight** (further information is located on my discussion/summary rubric). Certain assignments, exams, and papers/projects may be due in the middle of the week at specified days and times.

Flex Learning: Flex courses are taught both on-campus and through eLearning. Flex courses offer personalized learning where students can choose each week whether they want to attend on-campus, via eLearning, or both.

- Students who attend in-class for the week are not required to do the discussion and summary online for that week, however they may be asked to submit other work in Moodle Rooms. If the course meets multiple times per week, students must be present in-person for all classes in order to be exempt from the online requirements. Students who choose to only attend on-campus will be given time and computer access to complete any work required in Moodle Rooms.
- Students who attend online for the week are required to do ALL work (assignments, discussions, summaries, etc) online.

Examination Information:

There will be a pretest and posttest in the course. While these are not formally graded, it is essential that you take them seriously. They provide you, the instructor, and the college feedback in regards to how the class is meeting students' needs. There will be quizzes, a Midterm and a Final exam. The quizzes will contain true/false, multiple choice, and/or short-answer. The Midterm and Final exams will rely heavily on essay and/or short-answer questions, which invoke complex thinking and assess students' ability to analyze, evaluate, and synthesize the material we are learning in class.

Methods of Evaluating Student Performance:

The following methods assess students' skills at relative cognitive levels as they relate to course content.

- Weekly discussions and summaries: Knowledge, comprehension, and application of course content
- Written assignments: knowledge, comprehension, application, and analysis of course content
- Case studies: Analysis and evaluation of course content
- Quizzes & Exams: knowledge, comprehension, application, and analysis of course content. Additionally, essay questions may assess the students' ability to evaluate and synthesize course content.
- Project(s): Analysis, evaluation, and synthesis of course content.

Projects, exams, and key assignments are the core assessment features for this course and failing to complete the projects will result in a failing grade. No make-up work will be accepted without written documentation that proves extenuating circumstances (see Late Work policy #1 above) .

Instructor's Grading Scale:

Participation (discussion/summary for online classes or attendance on campus)	25%
Assignments (homework, case studies, etc)	25%
Quizzes & Exams	25%
Papers/Projects	25%

**Regardless of the point distribution above, not completing the paper/project(s) in this course may result in the automatic failure of the course.*

**Instructor will use the online Moodle Rooms gradebook for all students in the course.*

Barbara Fields Memorial Library:

This course may utilize the Midstate College Library resources. Below is information for contacting and using the library as an outstanding resource to meet the requirements of this course and/or to enhance student learning.

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Contact Information:

Librarian: Jane Bradbury
Location: Room 403
Phone: (309) 692-4092 ext. 4030
Fax: (309) 692-3893
Email: library@midstate.edu

Library Hours:

Monday – Thursday 8:00 a.m. – 8:00 p.m.
Friday 8:00 a.m. – 4:30 p.m.
Saturday 9:00 a.m. – 12:00 p.m.

Library Resources:

The Barbara Fields Memorial Library, located in Room 403 of the R. Dale Bunch Student Center, contains books, periodicals, and other materials to support the educational and cultural needs of students, faculty, and staff. Computers are available for student use during library hours.

The library also subscribes to several online research resources that give immediate access to digitized versions of professionally-published content such as books, journal articles, popular magazines and the like.

Research Guides:

Library guides are organized by subject that will give you access to all of the library resources like books, ebooks, reference materials, articles from subscription databases, business news and articles, company research, industry and economic data, tools for business & writing and citation help. *Plus* you'll find links to websites, videos, tutorials, and more!

Access the Business Research Guides at this location:
<http://midstate.libguides.com/business> or, follow the steps below:

1. Visit www.midstate.edu
2. Click on Library Resources at bottom of page
3. Click on "Click the Cloud!" (in light blue color in middle of page)

Week-by-Week

Week 1

Topics:

1. Understanding Marketing and the Marketing Process
2. Company and Marketing Strategy

Objective(s):

1. Be knowledgeable of the important concepts of marketing and the marketing process.
2. Comprehend what marketing is and its role in business and industry.

To Do:

- ✓ Pretest
- ✓ Read Chapter(s) 1 & 2
- ✓ Review Lecture & Supplemental Materials
- ✓ Weekly Assignment(s) -See online course in Moodle
- ✓ Welcome Discussion Question (Introductions)
- ✓ Discussion
- ✓ Summary

Week 2

Topic:

3. Analyzing the Marketing Environment
4. Managing Marketing Information

Objective(s):

1. Be knowledgeable of the important concepts of marketing and the marketing process.
2. Comprehend what marketing is and its role in business and industry.

To Do:

- ✓ Read Chapters 3 & 4
- ✓ Review Lecture & Supplemental Materials
- ✓ Weekly Assignment(s) -See online course in Moodle
- ✓ Discussion
- ✓ Summary

Week 3

Topics:

5. Understanding Consumer/Buyer Behavior

Objective(s):

1. Be knowledgeable of the important concepts of marketing and the marketing process.

3. Explain the impact that marketing has upon consumer buying behavior.
6. Discuss consumer and business buying behavior.

To Do:

- ✓ Read Chapter 5
- ✓ Review Lecture & Supplemental Materials
- ✓ Weekly Assignment(s) -See online course in Moodle
- ✓ Discussion
- ✓ Summary
- ✓ **Exam #1 – Covers Chapters 1-4**

Week 4

Topics:

6. Understanding Marketing Mix (Segmentation, Targeting, Positioning)
7. Building Customer Value (Products, Services, and Brands)

Objective(s):

1. Be knowledgeable of the important concepts of marketing and the marketing process.
4. Understand the techniques utilized in the marketing function.
5. Effectively analyze and assess a marketing plan/strategy.

To Do:

- ✓ Read Chapters 6 & 7
- ✓ Review Lecture & Supplemental Materials
- ✓ Weekly Assignment(s) -See online course in Moodle
- ✓ Discussion
- ✓ Summary

Week 5

Topics:

8. Developing New Products (Product Life Cycle)
9. Understanding/Capturing Customer Value (Pricing)

Objective(s):

1. Be knowledgeable of the important concepts of marketing and the marketing process.
4. Understand the techniques utilized in the marketing function.

To Do:

- ✓ Read Chapters 8 & 9
- ✓ Review Lecture & Supplemental Materials
- ✓ Weekly Assignment(s) -See online course in Moodle

- ✓ Discussion
- ✓ Summary

Week 6

Topics:

Midterm

Objective(s):

N/A

To Do:

- ✓ **Complete Midterm (Exam #2)** - Covers Chapters 5-9
- ✓ Complete Midterm Essay portion

Week 7

Topics:

10. Delivering Customer Value (Marketing Channels)
11. Retailing and Wholesaling

Objective(s):

1. Be knowledgeable of the important concepts of marketing and the marketing process.
7. Examine and describe the differences between retailing and wholesaling.

To Do:

- ✓ Read Chapters 10 & 11
- ✓ Review Supplemental Materials
- ✓ Weekly Assignment(s) -See online course in Moodle
- ✓ Discussion
- ✓ Summary

Week 8

Topics:

12. Engaging Customers & Communicating Customer Value (Advertising & Public Relations)

Objective(s):

3. Explain the impact that marketing has upon consumer buying behavior.
4. Understand the techniques utilized in the marketing function.
6. Discuss consumer and business buying behavior.

To Do:

- ✓ Read Chapter 12
- ✓ Review Lecture & Supplemental Materials

- ✓ Weekly Assignment(s) -See online course in Moodle
- ✓ Discussion
- ✓ Summary

Week 9

Topics:

13. Personal Selling and Sales Promotion

Objective(s):

1. Be knowledgeable of the important concepts of marketing and the marketing process.
4. Understand the techniques utilized in the marketing function.

To Do:

- ✓ Read Chapter 13
- ✓ Review Lecture & Supplemental Materials
- ✓ Weekly Assignment(s) -See online course in Moodle
- ✓ Discussion
- ✓ Summary
- ✓ **Complete Exam #3** - Covers Chapters 10-12

Week 10

Topics:

14. Direct, Online, Social Media, and Mobile Marketing

Objective(s):

1. Be knowledgeable of the important concepts of marketing and the marketing process.
4. Understand the techniques utilized in the marketing function.

To Do:

- ✓ Read Chapter 14
- ✓ Review Lecture & Supplemental Materials
- ✓ Weekly Assignment(s) -See online course in Moodle
- ✓ Discussion
- ✓ Summary

Week 11

Topics:

15. The Global Marketplace
16. Sustainable marketing (Social Responsibility & Ethics)

Objective(s):

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1. Be knowledgeable of the important concepts of marketing and the marketing process.
2. Comprehend what marketing is and its role in business and industry.

To Do:

- ✓ Read Chapter 15 & 16
- ✓ Review Lecture & Supplemental Materials
- ✓ Weekly Assignment(s) -See online course in Moodle
- ✓ Discussion
- ✓ Summary

Week 12

Topics:

Final Exam

Objective:

n/a

To Do:

- ✓ Week 12 Summary
- ✓ Complete the Final Examination (Exam #4) - Covers Chapters 13-16
- ✓ Posttest

**Instructor reserves the right to amend this syllabus if necessary. If changes are made students will be notified in a timely manner.*

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Week-by-Week

The week by week schedule will be available soon. Since we are using a brand new next book, I am working on developing new weekly deliverables. Please follow along in Moodle or directions.