

Syllabus for BSBM MKT350

Important Note: This syllabus document contains the basic information of this course. The most current syllabus is available in the full course.

Course Description

The marketing function is critical to the success of every organization around the world. This course examines how profit and nonprofit organizations identify, research, and evaluate customer needs; select target markets; and create, price, distribute, and promote need-satisfying products and services to individuals, organizations, and societies.

Prerequisites

ECON 120

Course Learning Outcomes

- Students will be aware and able to explain and apply concepts from core marketing topics, including buyer behavior, market research, product management, and promotions management.

Course Requirements/Components

Overview

We will look at this course in 6 parts.

- Part 1: The World of Marketing
 - Part 2: Analyzing Marketing Opportunities
- Parts 3–6 will cover the 4 P's of Marketing (Product, Place, Promotion and Pricing):
- Part 3: Product Decisions
 - Part 4: Distribution Decisions
 - Part 5: Promotion and Communication Strategies
 - Part 6: Pricing Decisions

Each of the lessons within the six parts will include: readings, a quiz, and either a discussion or an assignment.

Readings

Readings come from the textbook, *MKTG 13: Principles of marketing (Lamb, Hair & McDaniel, 2020)*, and other sources.

Discussions

The exchange of ideas between colleagues engaged in a scholarly inquiry is a key aspect of learning and a requisite activity in this course. You are expected to interact with your peers in a meaningful, respectful, and professional manner. Please participate in class discussions with an open mind and a willingness to share your thoughts with others. A fundamental principle of learning is the sharing and acknowledgment of others' ideas. That includes respecting the opinions of others even if they differ from your own. Please keep in mind that a diversity of opinions makes for an enriched learning environment.

In grading the required discussion assignments, we will use a discussion rubric. This rubric focuses on categories that define and describe the important components of the discussion. Each category contains a gradation of levels of completion or competence with a score assigned to each level and a clear description of what criteria need to be met to attain the score at each level. In addition, please pay attention to grammar and spelling.

Discussion Weekly Routine

- Wednesday, 11pm CT: Compose and post your own discussion post (until you post, you will be not able to see what other students have posted on the discussion board).
- Friday, 11pm CT: Comment on *two* of your classmates' posts.
- Sunday, 11pm CT: Respond to *two* other classmates who have commented on **your** posting.

Assignments

The assignments provide opportunities to apply the skills and knowledge required for successful completion of the course. Assignments must be well organized, use scholarly tone, follow APA style, be consistent with undergraduate-level writing/communication style, and be turned in on time. Check your grades for feedback on assignments, and refer to the Course Calendar for all due dates. In grading the required assignments, we will use an assignment rubric.

Quizzes

There is a timed quiz in every lesson. Each of these Lesson Quizzes comprises randomized multiple-choice questions that cover the textbook chapter(s) for that lesson. These questions require an understanding of the course concepts in an applied setting. There is also a final Cumulative Quiz that covers all of the textbook chapters. The total weight for all quizzes (including the Cumulative Quiz) is 40%.

Policy on Late Course Work

Refer to the Grading section for the policy on late course work.

Grading

Policy on Late Course Work

Students are expected to submit all course work by the due dates noted in the course. In extenuating circumstances, the student must contact the instructor as soon as possible before the work is due to discuss the situation. In those circumstances, the appropriate course of action will be discussed.

Assignments and Lesson Quizzes: Note the following special provisions for late submission with reduced credit:

- Assignments may be submitted up to one week late for reduced credit. Students submitting assignments within this timeframe are not required to contact the instructor.
- Lesson Quizzes may be submitted up to one week late for reduced credit. Students submitting a quiz within this timeframe are not required to contact the instructor.
- **Important Note:** There are no late-submission-with-reduced-credit provisions for Discussions and the Cumulative Quiz.

The following grading scales will be used to evaluate all course requirements and determine your final grade:

| Assignments (Example Table: Delete Before Saving) | Percent (%) |
|--|-------------|
| Discussions (6 @ 5% each) | 30 |
| Assignments (6 @ 5% each) | 30 |
| Quizzes | 40 |
| Total Percent | 100 |

| Percent | Letter Grade |
|---------|--------------|
| ≥ 93% | A |
| ≥ 90% | A- |
| ≥ 87% | B+ |
| ≥ 83% | B |
| ≥ 80% | B- |
| ≥ 77% | C+ |
| ≥ 73% | C |

| | |
|-------|----|
| ≥ 70% | C- |
| ≥ 67% | D+ |
| ≥ 63% | D |
| ≥ 60% | D- |
| < 60 | F |