

## **BUS 304 Principles of Marketing**

**Objective:** The purpose of this syllabus is to guide the participant in the requirements, demands, logistics, and expectations of this course.

**Getting Help:** To receive technical assistance on issues related to WebCT contact:

Academic Instructional Technology Help Desk

ES 102

Monday-Thursday 8:00 a.m. – 9:00 p.m. Friday 8:00 a.m. – 5:00 p.m.

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**Office Hours:** Wednesdays 12-1 (live on Wimba)  
And by appointment

**Course Title:** Principles of Marketing

**Course Number:** BUS 304

**Credit Hours:** 3

**Prerequisites:** Undergraduate level BUS 103 Minimum Grade of C- or  
Undergraduate level BUS 103 Minimum Grade of T

### **Catalog/Course Description:**

- Description and analysis of the marketing mix variables (price, place, product, and promotion).
- Study of various institutions involved in marketing.
- Emphasis on the methods available to marketers for building long-term relationships with customers.
- The importance of a customer perspective is stressed.

## **Required Reading:**

To order textbooks or obtain information about book titles, you may go to [www.exstudies.adams.edu](http://www.exstudies.adams.edu) and click on the "ASC Bookstore" icon.

Use **Section Number: 1162** to order books from Bookstore site.

Boone & Kurtz (2011). *Contemporary Marketing, 2011 Edition*. Mason, OH: South-Western Cengage Learning. ISBN 978-0-538-74689-2

## **Student Learning Outcomes:**

1. Identify and describe the fundamental principles of marketing.
2. Describe and discuss marketing terms successfully.
3. Explain and understand the 4 P's and how they interact in the marketing environment.
4. Research, analyze, and interpret consumer behavior, marketing ethics, and global marketing.

## **Content Outline:**

1. Designing Customer-Oriented Marketing Strategies
2. Understanding Buyers and Markets
3. Target Market Selection
4. Product Decisions
5. Distribution Decisions
6. Promotional Decisions
7. Pricing Decisions

## **Course Procedures/Requirements**

- **Reading Assignments**

Read the material (text, modules, and attachments) thoroughly and be prepared to discuss what you have read. The schedule of reading assignments is listed within each module.

- **Discussion Board**

Online discussions are a must in this course. Full participation is necessary for you to receive an A in the class. There will be a discussion question for each module. Please note that all discussion postings must be completed by 11:59 p.m. MDT/MST on the due date. Please type your comments directly into the discussion forum; do not use attachments for discussion postings. Please be courteous in your postings, and avoid sarcasm and irony as they are easily misunderstood online. Use carefully thought out postings. A discussion participation rubric is included below.

- **Quizzes**

Short quizzes over the modules and readings will be given at the end of each module. The quizzes will be true/false and multiple choice. There will be 20 questions. You may use your notes, readings, and so forth, but the quizzes are timed so you may not have time to look up each answer. Be aware that once you start the quiz, you have only one chance to complete it; you may not start the quiz, take a break and go back to it. Set aside time where you can focus on the quiz and will not be interrupted.

- **Article Reviews**

You will be required to write two article reviews for this course. Select an article from Business Source Premier (Nielson Library) that deals with some **marketing** issues. The article should be very current (from either this month or last month). Refer to the text chapter titles and heading if you need topic suggestions. Make sure to include the article as an attachment or include the URL so I am able to refer to the article. Read the article several times to grasp the major points. Your review will consist of a **cover sheet** and **one-two pages** of typed material as follows:

1. Use a heading for **summary** and a heading for **opinion** section.
2. Summarize **VERY BRIEFLY** the general topic or ideas.
3. Write your opinion either agreeing or disagreeing with the article, and why it is important to Marketers.
4. Turn in during class on the assigned due date in the following order:
  - \* **COVER SHEET** with your name, class name as well as the article name, publication date and source.
  - \* **SUMMARY AND OPINION PAGE**
  - \* **Article as an attachment or URL that will connect me to the article.**
5. For **EVERY** calendar day late, a full grade will be deducted.

Please refer below for Article Review rubric.

- **Marketing Paper**

Your large project is a Marketing research paper. You should get pre-approval prior to writing the paper. The **TOPIC OR SUBJECT** is yours to choose with only one restriction: It must be related to an issue of Marketing in some way and stated explicitly in the paper. Unrelated papers receive an F.

- 1) This paper should be double spaced, 12 point type; APA format.

- 2) The paper should start with an Introduction (one or two paragraphs with a clear purpose statement indicating papers major points) after which will be your MAJOR section headings, probably three to five of them, then the Summary, and last the Bibliography.
- 3) It must be written in the THIRD PERSON. (No “you” or “we” or “I” references except in direct quotations.)
- 4) Penalties for late paper: 1 letter grade deducted from grade for each calendar day late.
- 5) Do NOT use textbooks as reference sources.
- 6) Submit in the following order:
  - a) Cover sheet with title, date, your name and class.
  - b) The body of the report (which should have headings and possibly subheadings) begins with an introduction on page 1, the text continues on page one with your first major heading and topic, and ends with a summary on the last page. The body should be three to five pages and all the information should be documented (referenced) as explained. Use transition sentences between sections.
  - c) Next is the Bibliography, make sure to use APA format.
- 7) REFERENCES: Your paper will consist mostly of paraphrasing the writing of others with a few relevant direct quotations. What you contribute is summarizing, transitional writing, logical flow of ideas, and combining the ideas and research of others. Use books as a last resort because your sources need to be current (within the last three or four years.) This is a general rule of thumb:
  - (1) **\*\*approximately 3-4 references per page.**
  - (2) **\*\*approximately 1-2 sources per page in total.** This means if your paper is five pages, you will have about 6 to 10 different works (use a variety of periodicals, articles, books, interviews, etc.) from which you have gathered data.
  - (3) **\*\*approximately 1 or 2 direct quotations per page.** (If longer than four lines, single space and indent both margins.)
- 8) Remember a SUMMARY contains no new information. This is not a CONCLUSION but a summary of the main points of your paper.
- 9) Review the paper rubric for grading criteria.

- **Grading is as follows:**

Assignment	Points Possible
<b>Discussions (8 x 25)</b>	200
<b>Quizzes (9 x 50)</b>	450
<b>Article Reviews (2 x 100)</b>	200
<b>Research Paper</b>	200
<b>Total</b>	<b>1050</b>

- **Grading Scale:**

90-100%	A
80-89%	B
70-79%	C
60-69%	D
Below 60	F