

BUS 304 – PRINCIPLES OF MARKETING

Course Syllabus

Syllabus 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 Blackboard contact:

*Academic Instructional Technology Help Desk
Monday-Friday 8:00 a.m. - 5:00 p.m. Mountain Time
719.587.7371
asaitc@adams.edu*

To receive technical assistance on issues related to Blackboard Collaborate (formerly Wimba), 24 hours a day and 7 days a week, call 866.350.4978.

Welcome

Welcome to Business 304: Principles of Marketing. For many, this will be your first formal marketing course as a college student. Together, we will cover the core marketing mix variables – price, promotion, product, place – that will build your foundational knowledge for all future marketing course work. We'll also learn about the various institutions involved in marketing and how (and why) marketers build long-term relationships with customers. We'll use case studies, videos and real world examples to understand how the marketing concept is applied, and we'll interact with and learn from each other through our discussions on current marketing topics. Because marketing as a field is so vast and encompasses so much, this course will attempt to give you an insightful overview into the field, with a focus on the core marketing mix. Subsequent topic-focused courses – like services, IMC, social media, and global marketing, which we'll touch on each week in our readings – will let you dive deeper into topics you find interesting and relevant to your specific field of study.

As a practicing marketing and communications professional, this course covers a topic I am extremely passionate about. Feel free to contact me at any point throughout the course with questions, concerns or comments as they relate to the course or marketing in general. Also, if you have experience with any of the topics we cover, I encourage you to share them as personal, applied perspective is a great way to show your grasp of the material, and it makes the course more fun.

But first things first. Before you dive into the course material, you need to spend some time reviewing the entire syllabus. I encourage questions throughout the course, but be aware that you are responsible for fully understanding the syllabus and if questions are

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asked that are addressed within, I will direct you back to the syllabus. Bottom line: Read very carefully and pay attention to the information presented in your syllabus. When done, complete the Syllabus Quiz found in the Assessments tab on the left. This is required to progress through the course. Also, please submit your introduction as soon as possible so that I will know you have read through the course requirements, agree to the syllabus and that you are beginning the course. And note that email is my preferred method of contact.

Instructor Information

Instructor: Heather Ashbach
Email: hashbach@adams.edu (preferred method of contact)
Virtual Office Hours: Thursdays 11 am (MST) via email

Course Delivery

Online, Semester-Based

Credit Hours

3 Semester Hours

Course Prerequisites

BUS 103: Introduction to Business. Minimum Grade: C- or T

Course Time Limits

All Semester-based courses follow a 16 week calendar as detailed in the Course Schedule.

Course Materials

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to exstudies.adams.edu and click on the "Bookstore" link. Select the campus "Extended Studies".
(www.bkstr.com/adamsstatestore/home)

Use Section Number **1380** to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore by phone at 719-587-7912, email at asubookstore@adams.edu, or by mail to Adams State University Bookstore, 1603 1st Street, Alamosa, CO 81101.

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Required Textbook:

Kerin, Roger A., Hartley, Steven W., and Rudelius, William. (2016). *Marketing*. 13th ed. New York: McGraw-Hill Education. ISBN 9781259573545

Online supplement (required):

Connect Interactives (purchased through McGraw-Hill), companion to the text. Note: You will need to purchase online access, but you may choose the "Free Trial" first. HOWEVER, be sure to **use the same email address** when you purchase Connect in order to save the work you did under the Free Trial.

Required Additional Fee for Each Proctored Exam:

- Up to 1 hour: **\$ 16.00**
- **Every** additional hour after: **\$7.00** per student per examination.
- In this course, the Final Exam is proctored online.

Catalog Description

Description and analysis of the marketing mix variables (Price, Place, Product, Promotion). Study of the 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.

Curricular Relationships:

This course is part of the Business core general studies requirements and a requirement for Business Teachers Education.

Student Learning Outcomes

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

1. Demonstrate understanding of the contemporary role of marketing in society and the marketing process within the firm and in society.
2. Demonstrate the ability to identify and analyze the various components of the total marketing environment.
3. Use the principles of strategy marketing for the formulation and implementation of marketing strategy and control of the marketing effort.

Through this course, students will work:

1. To learn basic marketing theory, concepts, and terms.
2. To become familiar with the role of marketing in businesses and society.
3. To develop a solid understanding of how marketing principles are applied in practice.
4. To apply the core principles of marketing in real world, case driven scenarios.

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Course Requirements

Academic Integrity Quiz

You are required to **read and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

Syllabus Quiz

Like the integrity quiz, you are required to take this quick quiz in order to continue in the course. It can be found under the Assessment tab. It is worth 0 pts, but you will not be able to progress in the course without completing it.

Course Communications

If questions arise throughout the course, please contact me at my Adams State email, hashbach@adams.edu. Please do not use the Message function in Blackboard as I prefer email to my Adams State account. I will respond to emails within the assignment week they are received; grades for discussions, cases and exams will be available within one week following their due dates.

Course Overview

Included within each module will be some variety of the following elements:

- Learning objectives and outcomes
- Key terms for the material to be covered
- Lesson summary and lecture notes on the material (including videos, key summary points, charts/graphics, etc.)
- Reading assignment
- Online self-assessment covering core module concepts (a great review for the exam)

Assignments may include all or some of the following within each module:

- Academic Integrity Quiz (1, required for course continuance)
- Syllabus Quiz (1, required for course continuance)
- Discussions (5, each worth 4 pts)
- Connect Interactives (20, each worth .5 pts)
- Case Analyses (4, each worth 10 pts)
- Exam (1, open book, open notes, 60 questions, worth 30 pts)

All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

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Discussions

We will have five graded discussion forums in this course – one of which is dedicated to introductions – and a sixth discussion forum dedicated to Students Questions for the Instructor (or FAQs). More on this in our Discussion section.

All discussions will be due by 11:59 p.m. Mountain Standard Time on the Saturday of the week they are assigned (see your course schedule/assignment list for dates). You can work ahead on the modules, interactives and case activities, but remember they are due by the date assigned in the course schedule/assignment list. Late work is not accepted. Period. The beauty of an online course is that you can do it from anywhere and that is expected of you, whether that means you're responding to discussions about business communications while on a sandy beach somewhere amazing for vacation or you're stuck in a work conference all week with a spotty hotel internet connection. Do not wait until the last minute to complete your work in case you run into a technical issue that prevents you from turning in your work on time.

Discussions in an online class function differently than they do in a traditional classroom, but they serve the same purpose. They allow you to interact with your classmates and learn from one another's ideas. The prompts in this course are designed to get you thinking about how the material impacts your life and will ask you to draw from personal experiences with the topic. You should plan to actively and consistently participate in each discussion; they constitute a large chunk of your grade.

Discussions will open at 12:01 a.m. on the date the module begins.

When posting to the discussion area, please type your comments directly into the discussion forum (i.e. do not type your comments into a document and then attach it to the discussion).

When viewing the discussion item for the week, you will only see the prompt. **You will not be able to see others' posts until you post your original response.**

You will have one week following the discussion to respond to at least two posts of your classmates in order to receive full credit for the discussion.

To gain full credit for the discussion item, you must post your original response and then respond to at least two other student posts.

Remember this is an academic setting so I want to see clear examples (either through descriptions or samples) and thoughtful analysis. Constructive feedback/responses are the only kind that will be tolerated. Please be courteous. Don't flame (i.e., post insults, invective, or other personally disrespectful comments) or post flamebait (i.e., deliberately provocative or manipulative material intended or likely to elicit flames).

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Please be careful in the use of sarcasm and irony. Online communication lacks the subtle nonverbal cues that help us interpret such rhetorical flourishes in face-to-face settings, so that it is easy to miss the point or misunderstand. More importantly, it is easy to give or take offense where none is intended. Accordingly, give people the benefit of the doubt, and if you are misunderstood, don't get defensive. You might also consider using such rhetorical devices somewhat less in this medium than you would in ordinary conversation, since they are generally less effective here.

Please don't post excessively or monopolize the conversation. Remember that multiple shoot-from-the-hip posts are much less effective than fewer carefully-thought-out ones, and that some patience in responding will encourage more contributors with a wider variety of ideas and perspectives to participate.

You can also use a simple text editor like Notepad (default text editor in Windows) to compose your answer; then copy and paste into the discussion thread and use the text editing features in Blackboard to format your response. (Be aware that some students have experienced problems copying and pasting from Word into a forum post when using Firefox.)

Once you have copied the plain text, you can use the tools in Blackboard to format your response. There are bulleted and numbered lists, as well as character formatting options. You can also just type directly into the discussion thread and use the text editing tools. While Blackboard is less likely to time out, the possibility still exists that if you take too long to formulate your response, you may be timed out when you click Submit.

Avoid typing in all capital letters, as this is considered to be shouting and is considered rude. Avoid the use of emoticons (emotion icons), abbreviations and informal language. Text messaging abbreviations are not appropriate. Please be tolerant of those who are still learning how to use the Web and this forum (e.g., people who accidentally send multiple copies of the same message, PEOPLE WHO FORGET AND LEAVE THEIR CAPS LOCK KEY ON WHEN TYPING).

Each discussion is worth 4 points for a total of 20.

Connect Interactives

The Connect supplement is required for this course. It is an online platform where your weekly interactive assignments will be conducted. As stated above, you can use the three-week trial version before purchasing the full Connect supplement, but you will be required to use the same email for both. When accessing Connect, you must always do so through Blackboard by clicking on the assignment link in each module. If you attempt to access your assignments directly through Connect, bypassing the Blackboard link, your grade may not transfer correctly. You may work ahead on the interactives and learning objectives, but remember they are due within the week assigned.

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If you run into a technical issue with Connect, please call Connect Tech Support at 800.331.5094. Their support hours are listed at <http://mpss.mhhe.com/>. You'll also find a cool chat tool there which you may find more helpful than a phone call.

The interactives provide a fun (interactive) way of reinforcing the week's materials – some through case studies, others through concept review, etc.

Each interactive is worth .5 pts. There are 20 interactives for a total of 10 pts.

Case Analyses

You will complete 4 case analyses on topics aligning with each of the main marketing mix variables. Each case analysis you submit **must include a brief synopsis of the case** (think of it like a condensed executive summary). You will then need to address all questions that follow each case study in your book, typing out the assigned question before providing your answers. This is to help keep your thoughts organized to make sure you address each question asked. All responses need to be written in complete, cohesive sentences and in a business professional, third person tone (i.e. no "I" or "we" unless using direct quotes or unless asked to provide your personal opinion).

To adequately address the questions, you will need to pull in information learned from the lesson's readings as well as any outside resources necessary (remember to retype the questions before you provide your answers). Case study analyses should not exceed 5 pages (typed, single-spaced, 12 pt. Arial font). Cite all references, following either APA or MLA format. **I do not tolerate plagiarism. Period.** Do not simply regurgitate textbook definitions and examples. Make sure you properly cite all sources and put all points in your own words. All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus. **Analyses that are plagiarized will receive a failing grade.**

Each case study is worth 10 pts for a total of 40.

Final Exam

You will have 2 hours to complete the 60 question multiple-choice proctored online exam in this course. It is open book/open notes and will take place the final week of the course. The exam is comprehensive and will cover all of the chapter readings in this course. The material will be covered in each module and emphasized through the in-module activities, which you are encouraged to complete as you go through your chapter readings. The study guide is also a great resource when you begin reviewing.

The exam is worth 30 points (each question is .5 pts).

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Online Proctored Exam

You will take ONE exam remotely, proctored by a service called Examity®. Detailed instructions on how to use Examity® are on the Syllabus and Information Page of this course. Please read the directions carefully and log in to Examity® as soon as possible to set up your profile. You should do this a minimum of one week before you plan to take your first Examity® online proctored exam.

To use Examity®, you will need to make sure you meet the following technical requirements:

- You must take your exam on a computer with a webcam and a microphone (both built-in and external are fine). You can test your webcam at www.testmycam.com.
- You must take your exam from a location with sufficient internet speed: at least 3 MPS upload and download speed. You can test your internet speed at <http://www.speedtest.net>.

IMPORTANT: There is an **additional fee to students** associated with taking an online proctored exam. See the Course Materials section of this syllabus or the Online Proctored Exams tab on the Syllabus and Information page for information on costs and how you can pay for your exam.

If you have any questions or concerns while setting up your account, registering or taking an online proctored exam, you can contact Examity's technical support team 24/7 via email at support@examity.com, phone at (855)-392-6489, or via live chat from the Examity® dashboard.

In this course, the Final Exam will be proctored online.

Grade Distribution and Scale

In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution

Discussions	(5 @ 4 pts each)	=	20 pts
Connect Interactives	(20 @ .5 pts each)	=	10 pts
Case Studies	(4 @ 10 pts each)	=	40 pts
Final Exam	(60 questions @ .5 pts each)	=	30 pts
Total points possible		=	100 pts

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Grade Scale

90 – 100 points	90 – 100%	A
80 – 89 points	80 – 89%	B
70 – 79 points	70 – 79%	C
60 – 69 points	60 – 69%	D
< 60 points	< 60%	F

ADA Statement

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

Academic Integrity

In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one's academic work will not be tolerated.

Any offense will result in a zero for the exam, lesson, or exercise in question and may result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for more information including the student handbook: [Academic Integrity at Adams State University](#).

You are required to **read and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

All written work is subject to plagiarism detection software review.

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Student Identity Verification

Adams State University utilizes a variety of methods to verify the identity of students enrolled in courses, including but not limited to: secure logins and pass codes, proctored exams, security questions, and other technologies and practices that are effective in verifying student identity. Some of these methods may incur an extra cost to students; associated costs will be outlined in the course syllabus, other University documents, and on the University website. Adams State University reserves the right to request additional government-issued documentation of identity from students for the purpose of ensuring that the person enrolled in the course is the person completing assignments, exams, and all other course requirements. Any student engaged in incidents of student identity fraud may face reprimand, disciplinary warning, a lowered or failing grade(s), and/or probation, or suspension from the course, academic program or University, or expulsion from the University.

Technical Skills

To be successful in this course, students are expected to be able to:

- Navigate the World Wide Web and efficiently use a web browser such as Firefox
- Have a basic understanding of their computer operating system
- Use Adobe Reader to view and download .pdf documents
- Communicate via e-mail and attach files
- Play audio/video files
- Use a word processor such as Microsoft Office to create documents
- Use Blackboard tools which may include Collaborate
- Download and open PowerPoint presentations

Technical Requirements

A complete overview of the technical requirements and software for this course can be found [here](#). Blackboard tutorials are available in the Student Support Module, located in the Syllabus and Information section of this course. Information for receiving technical assistance is also included. Keep in mind that in order for Blackboard to function properly, you must allow pop-ups for the site (online.adams.edu) and have Java properly installed on your computer. For more information on these and other technical requirements, see the videos in the Student Support Module in the above mentioned location.

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Netiquette

Netiquette is the set of guidelines for communicating online in a professional and civilized manner. Students are expected to be courteous by demonstrating netiquette when communicating with their peers and instructor in this course.

- Be careful with the use of sarcasm and irony, as these can be easy to misinterpret.
- Do not post excessively or monopolize the conversation.
- Consider using a text editor such as Notepad to organize your thoughts before you post a reply.
- Do not type in all capital letters, as this can be considered shouting.
- Avoid the use of emoticons, abbreviations and informal language.

Accessing Library Resources

Students enrolled in this course can utilize the [Adams State Nielsen Library](#) from on and off campus by selecting the Nielsen Library link in the Syllabus and Information tab of the Course Menu. You will be asked to enter in your username and password. Use the same login information that you use to access Blackboard and all other Adams State information. This will bring you to a page that will provide you with login information for the different databases to which Adams State subscribes. With the login information in hand, go to <http://www.adams.edu/library/resources/database.php>

Adams State Resources

Adams State provides several resources to assist you and make your online learning experience a positive one. A listing of resources is available on the One Stop Student Services page on the Adams State Website (<http://www.adams.edu>). Some of the highlights are:

[Records Office](#) - Campus contacts available to help you through the registration process.

[Computing Services](#) - Technical assistance.

[Disability Services Handbook](#) - Student Services can arrange assistance for students with special needs or disabilities.

[Academic Calendar](#) - Keep track of important dates.

[The Paw Print](#)- Adams State Student Newspaper.

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Institutional Policies

All students are responsible for adhering to the expectations, policies, and procedures outlined in the [Student Handbook](#).

For Institutional policies on items such as The Americans with Disabilities Act, Academic Integrity, Student Rights and Responsibilities and The Family Educational Rights and Privacy Act of 1974 (FERPA); please see the [Student Handbook](#).

Extended Studies Policies and Procedures

To view the Extended Studies Policies and Procedures go to, https://bannerweb.adams.edu/perl/Online_SG_General_Instructions.pdf

Course Evaluation

At the end of the course you will be asked to complete an evaluation specifically for this course. This evaluation will be reported anonymously. Your comments and recommendations will be seriously considered as the course is updated. Your input throughout the course contributes to my commitment to continually improve the quality and relevance of this course.

Getting Started

Refer to the information contained in this syllabus anytime you have a question regarding the basic course information.

1. Review the Student Support Module contained in the Syllabus and Information section.
2. Proceed to Module 1.