BUS 304 - PRINCIPLES OF MARKETING

SYLLABUS

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COURSE DELIVERY:

Print-Based Correspondence Course

CREDIT HOURS:

Three Semester Hours

PREREQUISITES:

BUS 103, Econ 256 or by permission of instructor

COURSE TIME LIMITS:

The minimum course completion times for a three credit hour print correspondence course is six weeks from the date of enrollment.

All correspondence courses have a maximum course completion deadline of one year from the date of registration.

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 "DISTLEARN" from the department menu.
(http://adams.edu/students/sub/bookstore/)

Use Section Number: 1176 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 at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.
Required Textbook:


**CATALOG DESCRIPTION:**

Description and analysis of marketing processes, methods, and institutions involved in the distribution process with an evaluation of marketing institutions and middlemen according to functions they perform.

**STUDENT LEARNING OUTCOMES:**

The student will:

1. Demonstrate an 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 marketing strategy for the formulation and implementation of a marketing strategy and control of the marketing effort.

**COURSE REQUIREMENTS:**

Students will be required to develop a marketing plan for a global organization. A midterm and final exam will be taken during the course of the class, as well.

**GRADE DISTRIBUTION AND SCALE:**

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

**Grade Distribution:**

- Components of Marketing Plan: 50 points (7) and 100 points for final plan
- Midterm Exam: 100 points
- Final Exam: 200 points
- Total Points: 750 points

**Grade Scale:**

- 90-100%: A
- 80-89%: B
- 70-79%: C
- 60-69%: D
- 59% and below: 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 may 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. All written work is subject to plagiarism detection software review.

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.

NOTE: Web sites are constantly changing and you may find that some have moved or are simply no longer available; contact your instructor with any questions.