

Marketing Principles Business 330 Fall 2017 Lecture 5 Rev #1

Instructor: Dave Schanke

Section: Section 5 CCC 114, Tues Thurs 11:am to 12:15 PM.

Please review this syllabus completely. Let me know if you have questions.

It is important to review the section on SBE Events!!!

Contact Information

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Office: CPS 413

Office Hours: See D2L

Materials and Course Requirements

Textbook: William M. Pride, O.C. Ferrell 2017, Marketing 2018, Cengage Publishing Boston Mass.

Other readings, Videos or Handouts: Will be announced in class and posted on D2L

Syllabus: This syllabus and course materials may be modified at the discretion of the instructor.

Announcement of changes will be posted on D2L News section

News section of D2L: Used to announce class news, updates to the syllabus, class activities, study guides and changes.

Mission Statement of the School of Business & Economics

The UW-SP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. We serve the students, business, economy, and people of the greater central Wisconsin region. Our students achieve an understanding of regional opportunities that exist within the global economy.

Evidence of our graduates' level of preparation can be found in their ability to:

- Analyze and solve business and economics problems
- Understand the opportunities and consequences associated with globalization
- Appreciate the importance of behaving professionally and ethically
- Communicate effectively

Program Learning Objective

Students will be able to apply core concepts, models and methods from business, accounting and economics in identifying and solving problems.

Course Objective: Marketing Principles is focused on familiarizing students with concepts, terms and information fundamental to understanding Marketing. Concepts include market segmentation, product development, pricing, physical distribution, service marketing, retailing, ethics in marketing, and sales. This understanding will give students the foundation that they need to progress in their study of marketing, and will provide tools that they will be able to use throughout their career.

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Course Learning Outcomes

1. Students should be able to identify marketing problems and develop solutions.
2. Students should be able to analyze data in making marketing decisions.
3. Students should be able to devise pricing policies that firms can implement successfully.
4. Students should be able to describe product development processes and promotional strategies that firms can successfully employ.
5. Students should be able to appraise various distribution options that firms can choose.
6. Students should be able to apply marketing concepts in analyzing markets.
7. Students should be able to construct a marketing plan.

Late work: Not accepted-without explanation at least one day prior to due date.

Academic Honesty

No plagiarism or cheating will be tolerated. All written work will be submitted to a drop box on D2L and evaluated by Turnitin.com (Turnitin.com is part of the drop box and automatically evaluates the originality of your submission) I do not accept emailed materials –all course assignments must be put in the drop box that is appropriate.

Student Rights and Responsibilities /Academic Misconduct please review

<http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

Weekly reading assignments

The weekly reading assignments are on the detailed schedule in this syllabus. You should read the assigned chapters prior to coming to class. **We may deviate from the detailed schedule depending on how quickly we cover the material my intention is to focus on the most important concepts in the textbook.** However, you will still be accountable for reading the textbook. If you have questions about something we did not cover in class, please ask.

ADA Statement:

If you need an accommodation or special services for this class, please see me or call the service at 346-2002. <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

Emergency Response-Please Review

The link to the Shots Fired video is

<https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Shots%20Fired%20-%20Lightning%20Strikes.aspx> and the link to the Active Shooter/Code React emergency procedure page is <http://www.uwsp.edu/rmgt/Pages/em/procedures/violence/active-shooter.aspx>.

“In the event of a medical emergency call 911 or use Red Emergency Phone. Offer assistance if trained and willing to do so. Guide Emergency Responders to victim.

In the event of a tornado warning, proceed to the lowest level interior room without window exposure. See www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx for floor plans showing severe weather shelters on campus. Avoid wide-span rooms and buildings.

In the event of a fire alarm, evacuate the building in a calm manner. Meet across street in parking lot V. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet.

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All Grading is based on points not percentages.

Grading 550 Total Points

Method of Evaluation	# of assignments	Total Points for each category of evaluation	Comments
Attendance and class participation	Each class period	50 points	See attendance policy will be based on % of time in class + % of classes student participates
Exams	3 exams count 2	200 (100 ea.) points	There will be 3 exams including the final you can count your best 2. <u>Make up tests may be much more difficult.</u>
News Article relating to Marketing	1	50 points	See D2I for instructions and rubric
SBE Events (2 are required) <u>If you registered for Marketing 330-no matter what your major you must attend 2 SBE events.</u>	2	50 (25 points each) points	Two SBE events are required for Marketing 330. <u>Problems with SBE events attendance must be taken care of through the SBE office.</u>
Group Presentation	2	100 (50 points each)	See D2L for Directions, Rubrics and Peer Reviews
Final Exam	1	100 points	
Total		550 points	

Graded Items

SBE Events (you must attend 2 for this class) **25 points each Total 50 points**

The School of Business & Economics has an exciting series of speakers, discussions, workshops and field trips called SBE Events. It is important to take advantage of these learning opportunities outside the classroom. The events are designed to help you make the most out of your time as a student and to prepare for a successful career. **You are required to go to SBE events for Marketing 330 even if you are not a business major.**

For this course, you must attend two (2) official SBE Events. One event must be before the mid-**semester cut-off period Oct 20th**. The second event must be before the end-of-semester.

If you go to extra events before the mid semester cut off those credits will carry over into the second half of the semester. Attendance at each event will count for 25 points towards your final grade in Marketing 330. **I only post SBE Points 2 times a semester-the posting times are after the mid semester**

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cutoff and at the end of the semester. I get the SBE attendance statistics from the School of Business and Economics twice per semester.

In order to view current and future SBE events or check on your attendance and whether you have met the SBE requirements of the UWSP School of Business & Economics **go to the SBE Website.**

When you attend an event, it is your responsibility to sign in with your Point Card and make sure you are recorded. You should also check the SBE website and determine whether you have been given credit. Normally, Attendance at SBE Events is confirmed with automatic emails to you and updated on the SBE Events website. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events.

Visit the SBE Events web site (<http://business.uwsp.edu/events>) for announcements of upcoming SBE Events. You can also follow SBE on social media:

- Facebook: UWSP School of Business & Economics
- Twitter: @UWSPBusiness

If you have multiple courses with SBE Event requirements, **it is your responsibility to make sure you have attended enough events for each course.** If you have not attended enough events to cover all of your courses, your attendance will be allocated to your courses in alpha-numeric order.

You need to attend 2 events for this course and each core course you are taking. For example you may be, taking Marketing 330 and another course such as Business Law or Accounting. This will require additional 2 SBE events for each course. Two core courses would require you attend **4 SBE events, 3 core courses 6 etc. throughout the semester. If SBE events are required, an instructor will have it identified in the syllabus.**

Attendance and class participation: 50 points

Regular attendance is an underpinning of doing well in the class. I will take attendance and record participation in class. 50% of the points will be based on attendance and 50% will be based on participation. There will also be a seating chart. Everyone is expected to participate in class discussion. If you miss class, it is your responsibility to get the notes and other materials from another classmate. If you are going to miss a test or a presentation you must speak with the instructor **in person** at least one day in advance. (Not by email or voicemail). Otherwise, you do not need to let me know. **It is your responsibility to make sure you are assigned to group projects and group activities.**

If you need to leave early, please sit by the exit so that you do not disrupt the class. Please be respectful of your classmates and turn off your cell phone during class. Texting during class is not recommended.

Exams: 200 points (3 Exams 100 points each-count 2) The exams will be in class.

There will be 3 regular exams and you will be able to count your **two (2) best.** **It is advisable to read the textbook chapters** prior to coming to class, and again prior to an exam. People that read the textbook and also attend class tend to do better on the exams. There are also be study guides posted on D2L. Students that do well in class fill out the study guide as they read the course material. If for some reason, you are unable to take an exam you must let me **know before the exam is made available.**

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News Articles 50 points (each person does 1-see further description in d2l content)

In Class News Article Presentation.

Each person will present 1 news article during the semester. You will present in front of the class, use visual aids and Power Point (**not Prezi**). Public speaking plays an important role in business. The news articles can be on any marketing related topic and must be from a legitimate, magazine, newspaper or news related website (**no advertising supplements**). You must be prepared to discuss the article in class **and lead** discussion on the article. There will be a signup sheet for presentations. If we have two articles that are the same on the same day we will go ahead regardless. Students are responsible for remembering the day they are to present.

We will devote time (noted on syllabus) to the presentation of news articles. Each presentation should be approximately 5 minutes-**no longer**. We do news articles so that you will be able engage with the material and develop an understanding of how it applies in everyday business situations.

There are guidelines and a rubric for the news articles-it is in the content section of d2l.

You must submit to a digital copy of your presentation to the drop box set up for news articles these need to be submitted the same day as your presentation. If the presentation is not submitted to the drop box on the same day you gave the presentation it will result in 0 points awarded. I do not accept any emailed news articles.

Group Presentation 100 points 50 points for the situation analysis and 50 points for the plan. Two separate presentations (Guidelines, Rubric and Peer Review posted on D2L)

This will be a group presentation. Select a public company (Business for Profit Company that has shares traded on a US stock exchange.) You will create a marketing plan for the company or product. You will develop a situation analysis and based on this analysis also develop a marketing plan.

1. **Groups:** This is a group project. You will work in small groups to develop a presentation which will be delivered at two points during the semester. The presentation will preferably be in **Power Point (Do Not use Prezi or any other presentation software)**. We will select groups in **class. It is your responsibility to ensure you are assigned to a group.** Groups, their members and the company/product they have selected will be posted on D2L.
2. **General Presentation Guidelines (see D2L for more extensive guidelines, rubric and peer review)**
3. **Drop Box**
 - a. **The presentation must be submitted to the appropriate drop box. Emailed presentations *are not accepted***
4. **Peer reviews are required as well as a Group registration sheet. Peer reviews will need to be turned after each project presentation within 24 hours. Failure to do so will result in a 25% reduction in the student's grade on the project.**

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Citations

All written assignments are to follow the American Psychological Association (APA) style guidelines for documentation, grammar, spelling, and punctuation. Points will be deducted for those deviating from APA style. Use the Publication manual of The American Psychological Association (6th ed.) for all writing projects you do for this class. <https://owl.english.purdue.edu/owl/resource/560/01>

Final Exam 100 points

The final will cover any chapters not covered previously on an exam, and it also may include a selection of important terms and concepts from selected chapters throughout the text. Study guides will be posted on D2L when they are available. **Note: it is UWSP policy that Final Exams be given during Finals Week-not the week before.**

Grading: Your semester grade is based on the *TOTAL POINTS* awarded-*NOT PERCENTAGES*. In order to get the grade in the Letter Grade Column you need to accumulate the number of points in the Total Point Range Column.

Grading Scale –Total 550 Points

Grading Scale	Letter Grade	Total Point Range
94% to 100%	A	517-550
90% to 93%	A-	495-516
88% to 89%	B+	484-494
83%-87%	B	456-483
80%-82%	B-	440-455
77%-79%	C+	423-439
73%-76%	C	401-422
70%-72%	C-	385-400
67%-69%	D+	368-384
60%-66%	D	330-367
0%-59%	F	0-329

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Date	Class Period	Assignment
9/5 Tues	Course Introduction	Review Syllabus, news article, and project
9/ 7 Thurs	Chapter 1 Overview of Marketing	Group Selection and review of project
9/12 Tues	Chapter 1 & 2 Planning Implementing and Evaluating Marketing Strategies	Each group selects a product/company Group registration sheet due by 5 pm
9/14 Thurs	Chapter 3 Marketing Environment	News article Sign Up
9/19 Tues	Chapter 5 Marketing Research and Information systems	
9/21 Thurs	Chapter 5 Marketing Research and Information systems	News article
9/26 Tues	Chapter 6 Target Markets and segmentation	
9/28 Thurs	Chapter 7 Consumer buying Behavior	Make appointment with instructor to review situation News Article
10/ 3 Tues	Chapter 7 Consumer buying Behavior	
10/ 5 Thurs	Phase 1 Presentations	Time left will be devoted to news articles
10/ 10 Tues	Phase 1 Presentations	Peer Reviews Due by end of day 25% penalty if Peer review not turned in. Time left will be devoted to news articles
10/12 Thurs	Chapter 11 Product Concepts, Branding and Packaging	News Article
10/17 Tues	Exam #1 Chapters 1-7	
10/19 Thurs	Chapter 12 Developing and Managing Products	News Articles
10/24 Tues	Chapter 13 Services Marketing	
10/26 Thurs	Chapter 14 Marketing Channels and Supply Chain	News Articles
10/31 Tues	Chapter 14 Marketing Channels and Supply Chain and catch up	
11/2 Thurs	Chapter 16 Integrated Marketing	News Articles

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11/7 Tues	Chapter 17 Advertising and Public Relations	
11/ 9 Thurs	Workday/Catch Up	News Articles
11/14 Tues	Workday/Catch Up	
11/16 Thurs	Exam #2 Chapters 11,12,13,14,16,17	
11/21 Tues	Chapter 18 Personal Selling	
11/23 Thurs	Thanksgiving vacation	
11/28 Tues	Chapter 19 & 20 Pricing Concepts	
11/30 Thurs	Chapter 19 & 20 Pricing Concepts	
12/5 Tues	Exam #3 Chapters 18,19 and 20	
12/ 7 Thurs	Workday News Article Catch up	News Article Catch up on uncompleted chapters
12/12 Tues	Presentation Phase 2	
12/14 Thurs	Presentation Phase 2	Peer Reviews Due End of Day Reminder 25% penalty on project grade if do not turn in Peer review
Dec 21 Thursday	Final 10:15 am to 12:15 pm	In class

Schedule and contents of Syllabus can change at the instructor's discretion. Changes will be posted on D2L.