

# Marketing Principles Business 330 Fall 2018

---

**Instructor:** Dave Schanke

**Section:** Section 5 CCC 204, 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**

E-mail: [dschanke@uwsp.edu](mailto:dschanke@uwsp.edu) Preferred contact (please put Lecture # and class time on all correspondence in subject line)

Cell Phone: 920-277-1572

E Mail: dschanke@uwsp.edu

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. It is the students responsibility to read emails from the instructor. .**

## **Mission Statement of the School of Business & Economics**

The UWSP 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.

# Marketing Principles Business 330 Fall 2018

---

## 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](http://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.

# Marketing Principles Business 330 Fall 2018

---

All Grading is based on points not percentages.

## Grading 600 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 and student participation
Exams	3 exams count 2	200 (100 ea.) points	There will be 3 exams including the final you can count your best 2. <b><u>Make up tests may be much more difficult.</u></b>
News Article relating to Marketing	1	50 points	See D2I for instructions and rubric
SBE Events (2 are required) <b><u>If you registered for Marketing 330-no matter what your major you must attend 2 SBE events.</u></b>	2	50 (25 points each) points	Two SBE events are required for Marketing 330. <b><u>Problems with SBE events attendance must be taken care of through the SBE office.</u></b>
Paper on "Where do good ideas come from?"	1	50	Watch TED talk "Where do good ideas come from?" write paper
Final Exam	1	100 points	
Group Project	2 Situation analysis 50 points, Marketing Plan 50 points	100 (50 pts ea)	Presentations at middle and end of semester see detailed syllabus.
<b>Total</b>			

## Graded Items

### **SBE Events 50 points (now called Pro Events) Mandatory all students in Marketing 330 regardless of major. Need to attend 2 events. (25 pts ea.)**

As a student, you will be able to choose from a wide variety of speakers, workshops and special events. With over 300 events per year on the Pro Events calendar, you will have significant flexibility in selecting your events. Whatever you choose, Pro Events will help you to make the most out of your time as a student and to prepare for transitioning into a successful career.

Visit the Pro Events web site ([proevents.uwsp.edu](http://proevents.uwsp.edu)) for announcements of upcoming events.

You can also follow us on social media:

- Facebook: [UWSP School of Business & Economics](#)

# Marketing Principles Business 330 Fall 2018

---

- Twitter: [@UWSPBusiness](#)

For this course, you must attend **two** official Pro Events. One event must be before the mid-semester cut-off of **Oct. 19**; a second event must be before the end-of-semester cut-off (**Dec. 14**). 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 \_\_\_ points towards your final grade.

Typically, when you attend an event, you will sign in with your Point Card and thereby receive your Events credit. Occasionally, there are events requiring that you take along an Events Attendance form and obtain a signature at the event; events requiring an Events Attendance form will be clearly labeled and the form will be available online.

Attendance at Pro Events will be confirmed with automatic emails to you and updated on the Pro Events web site. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. If you have a question about Pro Events attendance, please email [proevents@uwsp.edu](mailto:proevents@uwsp.edu).

If you have multiple courses or affiliations with Pro Events requirements, it is your responsibility to make sure you have attended enough events for each course/affiliation. If you have not attended enough events to cover all of your requirements, your attendance will be allocated to your courses in alpha-numeric order followed by any other affiliations.

After the mid-semester cut-off and the end of this semester's events, I will receive reports confirming your attendance. You do not need to do anything else.

## **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. Points awards will be based on attendance and participation. 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 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**. Make up exams may be more difficult and include essay questions.

# Marketing Principles Business 330 Fall 2018

---

**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 marketing 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 a digital copy of your presentation to the drop box set up for news articles these. News article presentations 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 article presentations.**

**Group Presentation 100 points 50 points for the Situation Analysis and 50 points for the Marketing 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 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 20% reduction in the student's grade on the project.**

# Marketing Principles Business 330 Fall 2018

---

## Paper on “Where do Good Ideas Come From?” 40 points

Watch the video link in the content section of D2L. Write a 1-2 page paper (use Word) covering the following topics. **(See rubric and directions in D2L)**

- What is the video about? (summarize the video in your first paragraph)
- How does this video relate to the 7 step product development process?
- What does Steven Johnson say is wrong about how we think of new ideas?
- How does Steven Johnson think we should we think of new ideas?
- If we used Steven Johnson’s approach to thinking about new ideas-what concepts should we incorporate into the organizational environment?

Your paper will be graded on how thoroughly you cover the outlined topics. Please put it in the appropriate drop box. I do not accept emailed papers.

## 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 chapters terms and concepts from 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 600 Points

Grading Scale	Letter Grade	Total Point Range
94% to 100%	A	564-600
90% to 93%	A-	540-563
88% to 89%	B+	528-539
83%-87%	B	498-527
80%-82%	B-	480-497
77%-79%	C+	462-479
73%-76%	C	438-461
70%-72%	C-	420-437
67%-69%	D+	402-419
60%-66%	D	360-401
0%-59%	F	0-359

# Marketing Principles Business 330 Fall 2018

---

## Marketing Principles Business 330

Date	Class Period	Assignment
9/4 Tues	Course Introduction	Review Syllabus, news article, and project
9/ 6 Thurs	Chapter 1 Overview of Marketing	Group Selection and review of project
9/11 Tues	Chapter 1 & 2 Planning Implementing and Evaluating Marketing Strategies	<b>Each group selects a product/company Group registration sheet due by 12/59 pm 9/11</b>
9/13Thurs	Chapter 3 Marketing Environment	<b>News article Sign Up</b>
9/18 Tues	Chapter 5 Marketing Research and Information systems	
9/20 Thurs	Chapter 5 Marketing Research and Information systems	<b>News article</b>
9/25 Tues	Chapter 6 Target Markets and segmentation	
9/27 Thurs	Chapter 7 Consumer buying Behavior	Make appointment with instructor to review situation <b>News Article</b>
10/ 2 Tues	Chapter 7 Consumer buying Behavior	
10/ 4 Thurs	<b>Phase 1 Presentations</b>	<b>Time left will be devoted to news articles</b>
10/ 9 Tues	<b>Phase 1 Presentations</b>	<b>Peer Reviews Due by end of day 20% penalty if Peer review not turned in. Time left will be devoted to news articles</b>
10/11 Thurs	Chapter 11 Product Concepts, Branding and Packaging	<b>News Article</b>
10/16 Tues	<b>Exam #1 Chapters 1-7</b>	
10/18 Thurs	Chapter 12 Developing and Managing Products	<b>News Articles-Last Day for SBE/Pro Events</b>
10/23 Tues	Chapter 13 Services Marketing	
10/25 Thurs	Chapter 14 Marketing Channels and Supply Chain	<b>News Articles</b>
10/30 Tues	Chapter 14 Marketing Channels and Supply Chain and catch up	
11/1 Thurs	Chapter 16 Integrated Marketing	<b>News Articles</b>
11/6 Tues	Chapter 17 Advertising and Public Relations	

## Marketing Principles Business 330 Fall 2018

---

11/ 8 Thurs	Chapter 18 Personal Selling	<b>News Articles</b>
11/13 Tues	<b>Exam #2 Chapters 11,12,13,14,16,17</b>	
11/15 Thurs	Chapter 19 & 20 Pricing Concepts	<b>News Articles</b>
11/20 Tues	Chapter 19 & 20 Pricing Concepts and catch up	
11/22 Thurs	<b>Thanksgiving vacation</b>	
11/27 Tues	<b>Workday on Paper or Presentation</b>	
11/29 Thurs	<b>Paper Due on "Where do good ideas come from?"</b>	Paper Due
12/4 Tues	<b>Exam #3 Chapters 18,19 and 20</b>	
12/ 6 Thurs	<b>Workday on presentation</b>	
12/11 Tues	<b>Presentation Phase 2</b>	
12/13 Thurs	<b>Presentation Phase 2</b>	<b>Peer Reviews Due End of Day Reminder 20% penalty on project grade if do not turn in Peer review</b>
Dec 18 Thursday	<b>Final 2:45-4:45 pm</b>	<b>In class Room</b>

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