



SCHOOL OF BUSINESS & ECONOMICS
BUS 330, PRINCIPLES OF MARKETING—SPRING 2018
 Sections 3 and 4: Tuesdays and Thursdays, 12:30PM to 1:45PM, CPS 116

Be sure to take the time to read this handout thoroughly. It explains in detail what you will be expected to do to complete our course successfully. Let me know immediately if you have any questions.

1. Contact Information

Ricardo Boeing, Ph.D
 Office: CPS, Room 427
 Office Phone: (715) 346-2736
 Cell Phone (715) 869-2150 (text messages are welcome)
 Email address: rboeing@uwsp.edu Other appointments available upon request

Office Hours:
 Wednesdays– 3:00PM to 7PM

You can always contact me between class sessions via email or by sending me a brief text message. For both cases, don't forget to include your full name, course and section. I will try to get back to you as soon as possible. I will be also available immediately before or after class.

I am extremely excited about this course and your learning experiences, motivation and success. Please let me know if you have any difficulties or suggestions right away. I want it to be both enjoyable and effective. Don't let a small issue become a big problem because you haven't talked to me. If you have any ideas that could make the class more interesting and better, feel free to tell me as well.

2. Course Overview

Materials: This course requires that you read the textbook, articles, handouts, and various media.

- **Textbook.**

Marketing 2016, 18th Edition by William M. Pride, O. C. Ferrell

Articles, Handouts, and Media. Copies of class readings, handouts and media will be accessible via D2L.

SBE Mission: The UWSP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Our students achieve an understanding of regional opportunities that exist within the global economy. Evidence of our graduates' level of preparation is evident 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

UWSP Course Description: Study marketing theories and concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

Our Learning Outcomes:

Knowledge You Will Gain
Develop an understanding of basic principles of marketing
Define the major concepts in marketing and use the common terminology of marketing in business
Learn how marketing strategy is applied in the business world and develop critical thinking skills in applying marketing and marketing strategy to business opportunities
Understand some of the basic quantitative tools used in marketing
Gain an understanding of the role of marketing in a business organization
Able to identify and understand the interrelationship of all activities involved in the marketing management process

Learn how to conduct marketing research and to understand its role in the planning of effective marketing strategies
Gain a comparative understanding of domestic and international marketing
Understand the relationship between buyers and markets
Apply the marketing mix factors
Describe what interactive marketing is and how it creates customer value, customer relationships and customer experiences
Implement the principles of a sound marketing plan

Grading

Your points will come from 4 exams; the Marketing Plan Project Report Paper; the Final Group Project video; online assignments, and an overall participation grade. The breakdown is as follows:

Exam/Activity	Points
Exams (100 points each)	400
Marketing Plan Project Report	80
Marketing Plan final presentation	200
Online Assignment 1	30
Online Assignment 2	30
Online Assignment 3	30
Attendance & Participation (you are allowed to have 2 unexcused weeks of absence)	50
2 SBE EVENTS (5 for each event)	10
Total	830
Marketing Plan Rank Extra Points	15 for first place, 10 for second, 5 for third)

Grade distribution

A	93.00% and above		
A-	90.00% - 92.99%	B+	87.00% - 89.99%
B	83.01% - 86.99%	B-	80.00% - 82.99%
C+	77.00% - 79.99%	C	73.01% - 76.99%
C-	70.00% - 72.99%	D+	67% - 69.99 %
D	63.00% - 66.99%	D-	60.00% - 62.99%
F	0% - 59.99%		

COURSE INFORMATION:

Attendance & Tardiness:

“All students are expected to be present and regular in attendance for scheduled classes and open labs. Absences will be considered justified and excusable only in cases of emergencies, serious illness or death in the immediate family.” Regular attendance is critical for your success in this course. I expect you to attend each and every class on time. Attendance will be taken and attendance/participation points will be allocated based on the percentage of days absent and the quality of your classroom participation. I will deduct for distracting behavior, not knowing what is going on, sleeping, etc. If you do miss a class, you are responsible for getting and completing any missed assignments. DO NOT EMAIL ME TO ASK WHAT WAS MISSED. Check the syllabus, ask your classmates, and contact me with SPECIFIC questions if you have them.

Incompletes:

An instructor uses the grade of an “I” (Incomplete) at the end of a term to designate incomplete work in a course. It should be used **only** when the student was unable to complete the requirements of the course because of illness, military services, hardship, or death in the immediate family. A grade of “I” should be given only if the student has substantially completed the major requirements of the course.

Guidelines for Assignments:

1. Final Project Marketing Plan – Product for the city of Stevens Point area/ Central Wisconsin -

SUMMARY

You will be assigned to a group of about 6 to 7 students each. You and your team members will complete a marketing plan for a specific product for the Stevens Point area/Central Wisconsin, that has as a Theme, SUMMER.

You will have a certain amount of classes to develop the plan. Each group can either come to class and ask possible questions related to the project or get together somewhere else. I will be in the classroom every project day.

Note: To prevent free riding, each member of the group will assess their team members’ contributions to the project. Individuals can receive deductions if their team members indicate a lack of contribution. Peer evaluation instructions will be provided to you toward the end of the semester.

I will provide guidelines to help guide you through the project, but some parts have been left open an undefined on purpose to allow for your creativity and judgment (as most marketing problems in the real world).

IMPORTANT TIPS

- (1) You will learn new things about marketing in class every week. You will learn about consumer psychology, market segmentation, targeting and positioning, new product development, services as products, distribution channels, advertising, personal selling etc. Apply the marketing knowledge you learned in class to your project. This will help you develop a strong marketing plan, and will also give you a higher grade.
- (2) Stay focused in your writings and presentation.

CHOOSING A PRODUCT

For this semester, the product you must come up with has to be developed for the Summer (it does not necessarily have to be totally new, but it has to have an innovative aspect).

A few pointers to keep in mind when choosing a product (simply suggestions – not requirements):

- Pick a type of product that has personal interest for you – If you choose something that truly interests you, that intrinsic motivation will result in a better project.
- Think of it as a “business” that you might actually want to start. Instead of thinking of this as a “class project” try to think of it as a serious contemplation of an actual opportunity that you think could be a hit.
- Take into consideration the needs of the target market you choose to aim (and use the tools you learn in the classroom to develop everything else).

Marketing Plan Report Paper – Part 1 (Maximum 6 pages; Single space; Arial Font Size 12; 1 inch margins. APA style) – Due April -03rd

In your Marketing Plan Project Report paper, describe the following. Stay focused – use only the information that is directly relevant to your marketing plan.

- **Proposed Product:** Your team will describe the features that the product will have, as well as its sustainability.
- **Market Situation:** Collect data on target market. This will give you an idea of how profitable your business will be.

- **Environmental Forces:** Describe the social, economic, technological, competitive, and regulatory trends that may help or hurt the performance of your business (product), both currently and in the future. Also describe forces from the internal environment. Apply concepts from your textbook chapter 3.

2. Final Marketing Plan Report and Presentation - VIDEO

Due May 16th Part 2 (Maximum 12 pages; Single space; Arial Font Size 12; 1 inch margins) –

Also provide marketing research plans (or research outcomes if you already have some results). Apply what you learned in the Marketing Research lecture and from textbook chapter 8 when developing research plans. See guideline below:

Carefully develop the research plan for collecting the information necessary to successfully create and execute your marketing plan. Marketing research can and should be used in multiple stages (discovering a consumer need, product development, pricing decisions, etc) to ensure that your marketing strategy is heading to the right direction. Use a mix of primary and secondary data. What information (primary and secondary) would you need to formulate your marketing strategies? Examples of such information include: information regarding donators (e.g. demographics, lifestyles, psychographics, behavioral patterns, purchase patterns, etc.) and competitors (e.g., positioning, loyalty, etc.).

Develop and describe the following elements in your research plan:

- **Research question:** What is your marketing question?
- **Data Collection Methods:** What method did you use to answer this question, and why is this method the most appropriate? Use both primary and secondary data. Examples of primary data include surveys, experiments, observations, and focus groups. Secondary sources (i.e. historical data and/or statistical databases) can be found in the library, on the Internet, electronic databases, business magazines and journals, annual reports and other reports. When presenting secondary data, ALWAYS specify the source clearly.
- **Data Collection Plan:** How, when, and where exactly did you collect this data? For example, for surveys you should specify the following:
 - **Contact Method:** Examples include mail, telephone, face-to-face, over Internet.
 - **Sampling:** What unit of analysis will you be collecting data on (individual consumers, households, procurement manager)? What sample size are you aiming for? What do you expect the response rate would be?

Remember to cite the sources you use! If the information was not generated by you then you must, by law, identify the source of the information.

Plan the writing of the report in advance, make an equitable division of tasks, and start on time. Splitting up the writing is acceptable, as long as the paper flows logically and smoothly.

- **Target Market:** Describe in detail how you segmented the market, and which target market you will be going after.
- **Positioning:** How will you position the charity in the market? How is your positioning different from your competitors?
- **Marketing Research:** Present relevant research findings (both primary and secondary) that support the formulation of your marketing research plan. Follow these steps when you are writing this section: (i) reiterate your marketing question that you were trying to answer through each research, (ii) if you have relevant findings, indicate what data you have collected and how (include the instruments you used), (iv) present your findings; (v) interpret your findings (i.e. what do the results mean in your own words) in regards to your marketing question. Specifically, when putting all of your research findings together, does it tell you that your business is on the right track or that you need to modify your marketing plan? Make sure to also include the followings in this section:
 - **Identify Potential Limitations of Your Research**

This is a very important step, so make sure you think carefully when writing this section. For example, these are some of the points you should address, if applicable: (1) Is the sample representative of the population? (2) Is the sample sufficiently large to make reliable conclusions? (3) Was the questionnaire formulated in a way that you are measuring what you intend to measure? (4) Was the response rate high enough to prevent biased sampling issues?

- **Future Research (if Applicable):** Is additional marketing research desirable before your plan is rolled out? If so, what would it look like?
- **Marketing Mix:** Specify and describe in detail the proposed decisions for each marketing mix element (the 4 Ps).
 - (1) Product: Your offerings. What is the consumer need that you discovered, and how will you satisfy it?
 - (2) Price:
 - (3) Promotion: What is your promotion strategy and why? What kinds
 - (4) Place (Distribution Situation): How will your company deliver its goods/services to its customers (e.g., stores, direct mail, online, etc)? Why? Present concrete plans on the size and importance of each distribution channel.
- **Include a SWOT analysis**
- **Implementation:** Specify how each element of the marketing strategy will be executed. What will be done? When will it be done?
- **Budget:** Provide a marketing budget for implementing the strategy. What is the projected cost/benefit analysis or return on investment for the project (include projected revenues, costs, profits)?
- **Controls:** Outline the controls and measures you will use for monitoring the progress and success of your marketing program.

For the November 10th and 16th presentation, you will develop a video with the main features of your product (trying to promote it). The video should have from 1 to 3 minutes. After that, each group will have 7 more minutes to present the main strategies from the marketing plan. More instructions for the final presentation will be given later.

3. Online Assignment 1, 2 and 3.

Due 02/20, 03/13, 04/05

Further instructions will be given two weeks prior to each deadline.

Format (no cover needed)

- *Maximum 2 pages each*
- Line height: double
- Font size: 12
- Margins: 1 inch

4. Attendance and participation points:

Your attendance and participation in this class is graded 0 through 50 at the end of the semester. Here's how the grade is determined:

Before our next class meeting, please let me know if you have needs to sit close/far, head on/to the side as I will designate group areas to facilitate group work and discussion. Select a seat you are comfortable in your group area that will be your seat for the remainder of the course. I will pass around a seating chart on which you will fill in the first name you prefer to be called as well as your give last name. I use this chart to take attendance and count the instances of positive and negative class contributions. Positive contributions are accrued through answering/asking questions. Negative contributions from class disruptions, which are unprofessional behaviors such as chatting with neighbors, sleeping, writing letters, reading the newspaper, working on material not relevant to the lecture, leaving your chair or class (whether you come back or not) with no prior warning to me, using a laptop or other electronic device, allowing cell phones or other devices to disturb class, etc.

- Regular commenting and no disruptions will result in an A on class participation
- Frequent comments with no disruptions B
- Infrequent comments and no disruptions C
- No comments and no disruptions D
- Disruptions without comments F

Attendance will be taken at the **end** of each class. Participation is the lifeblood of this class and you must be here in order to participate. You are allowed 4 excused absences (2 weeks), no questions asked. You do not need to notify me and the reason can be anything. After two absences, any unexcused absences will count significantly against your participation and attendance grade. For an absence to be excused 1) I must be notified **PRIOR** to the occurrence and 2) it must be a documented life event.

5. Exams: (02/22; 03/15; 04/10; 05/08)

Exams will cover material from in-class discussions and assigned readings. Although classroom lectures will serve to highlight and reinforce key topics and issues, *they are not intended to replace your textbook*. It is critical that you read and comprehend all assigned materials prior to the corresponding exam session. Exam format will be discussed prior to each exam. Anyone caught cheating or using a cellular phone during an exam will be asked to leave and will receive a ZERO on that exam. **MISSED EXAMS:** Make-up exams will NOT be given without prior approval.

SBE EVENTS

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.

For this course, you must attend **two** official SBE Events. One event must be before the mid-semester cut-off date, which will happen one week before Spring Break; a second event must be before the end-of-semester cut-off (May 11). If you go to extra events before the first cut off day, those credits will carry over into the second half of the semester. Attendance at each event will count for 5 points towards your final grade.

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

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

When you attend an event, it is your responsibility to sign in with your Point Card. Attendance at SBE Events will be confirmed with automatic emails to you and updated on the SBE 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 multiple courses with SBE Events 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.

After Oct. 20 and the end of this semester's events, I will receive reports confirming your attendance. You do not need to do anything else.

Classroom Conduct

Additionally, the classroom environment is a unique opportunity for students to share ideas, opinions, discuss classroom and course content. As each student is entitled to contribute in class, specific expectations are necessary to ensure a thriving classroom environment. Expectations include: dressing appropriately and muting your cell phones, as well as no loud shouting, excessive side conversations, arriving to class under the influence of any alcohol or drugs, profane language, verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to the professor or other students. If any of this behavior is exhibited, you may be asked to leave the class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.

Safety Statement

I will immediately notify the authorities about any student who threatens or perpetrates psychological or physical harm to any person (including the student himself or herself).

Electronic Devices

Electronic devices (phones, tablets, laptops) are to be used for class work only; similarly, in an office meeting, employees might use smart phones to respond to important customers but not to text their friends. If a personal or work issue requires your attention during class time, you may step outside the classroom to respond.

Course Academic Standards

Cheating in any form, including plagiarism, will not be tolerated. **Any academic misconduct will result in a failing grade for the course.**

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.

While completing your individual writing assignments, you may consult your books and notes and discuss ideas with your fellow students. The assignments are then to be written individually.

While completing your team assignments, you are to make your best effort at contributing towards the team's success.

Using D2L, you will be required to post a copy of some assignments to the anti-plagiarism web site turnitin.com

University Academic Standards

As noted by the Dean of Students website, UWS 14 is the chapter of the University of Wisconsin System Administrative code that regulates academic misconduct. UW-Stevens Point implements the rules defined in UWS 14 through our own "Academic Misconduct Campus Procedures." UWS 14.03 defines academic misconduct as follows: Academic misconduct is an act in which a student:

- seeks to claim credit for the work or efforts of another without authorization or citation;
- uses unauthorized materials or fabricated data in any academic exercise;
- forges or falsifies academic documents or records;
- intentionally impedes or damages the academic work of others;
- engages in conduct aimed at making false representation of a student's academic performance;
- assists other students in any of these acts.

Examples include but are not limited to: cutting and pasting text from the Web without quotation marks or proper citation; paraphrasing from the Web without crediting the source; using notes or a programmable calculator in an exam when such use is not allowed; using another person's ideas, words, or research and presenting it as one's own by not properly crediting the originator; stealing examinations or course materials; changing or creating data in a lab experiment; altering a transcript; signing another person's name to an attendance sheet; hiding a book knowing that another student needs it to prepare an assignment; collaboration that is contrary to the stated rules of the course, or tampering with a lab experiment or computer program of another student.

Academic integrity is critical to maintaining fair and knowledge-based learning at UW-Stevens Point. Academic dishonesty is a serious violation: it undermines the bonds of trust and honesty between members of our academic community, degrades the value of your degree and defrauds those who may eventually depend upon your knowledge and integrity. Examples of academic misconduct include, but are not limited to: cheating on an examination (copying from another student's paper, referring to materials on the exam other than those explicitly permitted, continuing to work on an exam after the time has expired, turning in an exam for re-grading after making changes to the exam), copying the homework of someone else, submitting for credit work done by someone else, stealing examinations or course materials, tampering with the grade records or with another student's work, or knowingly and intentionally assisting another student in any of the above.

For further information on UWSP policy, please see Chapter 5, **Section 02**, Student Academic Disciplinary Procedures, in the online version of the University Handbook: <http://www.uwsp.edu/AcadAff/Handbook/CH5-6%2011-12.pdf>.

Reporting Misconduct

If you see incidents of misconduct, you should tell me about them, in which case I will take appropriate action and protect your identity. The School of Business & Economics will inform the Dean of Students as required, and additional

sanctions may be applied. You could also choose to contact the Assistant Dean of Students (Shawn Wilson at swilson@uwsp.edu) and your identity will be kept confidential.

Your Growth: Be determined to improve. During in-class writing labs and as part of team presentations you will be providing and receiving a great deal of peer feedback. Your ability to openly and honestly deliver and receive feedback is essential to success in this class. If you embrace: a) listening to feedback, b) asking clarifying questions, and c) applying your colleague's suggestions you will experience substantial growth over the semester.

COURSE SCHEDULE

<i>Date</i>	<i>Lecture Topic</i>	<i>Chapter(s) Due</i>
01/23	Class Welcome, Syllabus explanation	
01/25	An Overview of Strategic Marketing	1
01/30	Planning, Implementing and Evaluating Marketing Strategies	2
02/01	Planning, Implementing and Evaluating Marketing Strategies	2
02/06	The Marketing Environment	3
02/08	Social Responsibility and Ethics in Marketing	4 Group members due on D2L
02/13	Shark Tank Videos	
02/15	Marketing Research and Information Systems - Study Guide on D2L	5
02/20	Project Work Day	Online Assignment #1 due on Dropbox
02/22	EXAM I	
02/27	Target Markets: Segmentation and Evaluation	6
03/01	Consumer Buying Behavior	7
03/06	Reaching Global Markets - Study Guide on D2L	9
03/08	Digital Marketing and Social Networking	10
03/13	Project Work Day	Online Assignment #2 due on Dropbox
03/15	EXAM II	
03/20	Product Concepts, Branding and Packaging	11
03/22	Developing and Managing Products	12
03/23- 03/30	Spring Break	
04/03	Services Marketing - Study Guide on D2L	13 Marketing plan first part due date (drop box)

04/05	Marketing Channels and Supply-Chain Management (no class)	14 Online Assignment #3 due on Dropbox
04/10	EXAM III	
04/12	Integrated Marketing Communications	16
04/17	Project Work Day	
04/19	Advertising and Public Relations	17
04/24	Personal Selling	18
04/26	Pricing Concepts - Study Guide on D2L	19
05/01	Review for Exam IV	
05/03	Project Work Day	
05/08	EXAM IV	
05/10	Final project Video Presentation Part 1	Final plan due on Dropbox
05/16 10:15AM- 12:15AM	Final project Video Presentation Part 2	

RESPONSIBILITIES

Your Teaming: Show up for the teams you work with. For various projects, you will be organized into study teams. You will rely on your team members for help with both required course work and as an informal support network. Some class time will be made available for group work, but it will need to be supplemented by additional work together as a group outside of class. **Be sure that at least one member of your team is your study buddy. If you miss a class—this person is your FIRST POINT OF CONTACT for keeping on task and schedule.**

Your Academic Success: Budget your time, invest in yourself. This is a junior level class, requiring that your writing skills be at the near professional level. In addition, the class requires a substantial commitment of your time. If you are an average student aiming to earn an average grade in this class, you should budget an average of about six hours per week for this class, outside of class time. To do well in this class, you should be sure to allow enough time in your weekly schedule.

We will cover chapters from the text each week. You will be responsible for learning a substantial amount of the material on your own. How can you accomplish this?

- Study the week's readings before coming to class.
- Review your notes and the text after class.
- Work with a study partner or group.

Your Attendance: Participate consistently. Consistent attendance and class participation are crucial for doing well in this class. **You are expected to attend each scheduled class meeting, to be on time, and to be prepared for each session. If necessary, you may miss up to 4 class sessions without penalty. Definition "Class Session": A class session is equivalent to 1 hour and 15 minutes.**

If you do miss a class, it will be your responsibility to get the notes and other information from another student. If a test, presentation or exam is scheduled for a day you are going to be absent, you must call or e-mail me in advance. **If you are ill, please do not come to class!**

Your Presence: Make our time together worthwhile. I expect everyone to act in a professional, courteous manner in the classroom and during your team interactions. We should feel that our classroom is a comfortable learning environment, free of unnecessary distractions. You can use devices in class to support this class.

Your Assignments: Be on time. Late assignments are only accepted up to 1 day past the assignment with a 15% penalty. I am often willing to negotiate deadline extensions if you ask before an assignment due date. Be sure to notify me by phone or email ahead of time if you need to miss class during a scheduled test, presentation or exam.

Your Academic Honesty and Classroom Expectations: Do not cheat or cut academic corners. This course is part of the UW-Stevens Point academic community, an academic community that is bound together by the traditions and practice of scholarship. Honest intellectual work – on examinations and written assignments is essential to the success of this community of scholars. Using classmates' responses to answer exam questions, or disguising words written by others as your own undermines the trust and respect on which our course depends.

The work in this course is challenging and will demand a good deal of each of you. I have every confidence that each of you can succeed. Doing your own work will enhance your sense of accomplishment when the semester comes to a close.

As a general rule, all assignments should represent your original thinking and writing and any deviations from this must be properly cited.

5. MISCELLANEOUS

ADA: If you need accommodations or services to achieve course objectives, please see me and/or contact the Disability Services Office (346-3365) as soon as possible.

Make-Up Work:

Tests will be conducted on the dates indicated in the syllabus. If you are ill or cannot attend an exam, I must be contacted prior to class to request accommodation. Requests not made at least 1 hour prior to the start of class will not be granted. In-class exercises including case discussions and competition workshops cannot be made-up.

Students with Disabilities:

Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation.

D2L (Desire to Learn):

Lecture presentations and other course materials will be distributed via the course D2L page. Be sure to frequently check announcements and changes. It is your responsibility to download or print any documents that will be used in class. I will utilize D2L to communicate important course information. Finally, use the 'Dropbox' feature for electronic submissions.

ASSIGNMENTS VIA EMAIL WILL NOT BE ACCEPTED.

Attention:

Inappropriate behavior during class distracts your instructor and classmates, thus is unacceptable. You may be dismissed from class if your behavior disrupts classroom activities. Turn off your cell phones, as well as other noise making devices (e.g. pagers, watch alarms) before entering the classroom. The use of laptops in-class will only be permitted per request; otherwise do not use these devices during lectures.