

Marketing Principles Business 330 2017 Lecture 6

Instructor: Dave Schanke

Section: 2:00 -3:15 Tuesday, Thursday CPS 310

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 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: "Marketing 2016 Edition, by William M Pride and O.C. Ferrell; Copyright 2016 Cengage Learning, 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

You must have access to D2L a working computer and a reliable internet connection.

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.

Marketing Principles Business 330 2017 Lecture 6

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.

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.

Marketing Principles Business 330 2017 Lecture 6

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

All Grading is based on points not percentages.

Grading 750 Total Points

Method of Evaluation	# of assignments	Total Points for each category of evaluation	Comments
Attendance and class participation		60	See attendance policy will be based on % of time in class + participation
Quizzes (4 Quizzes)	4	40	Quiz will be on material that will be covered in exam 3 tries/See Answers
Exams	3 exams count 2	300 (150 ea.)	There will be 3 exams you can count your best 2. <u>Make up tests may be much more difficult.</u>
News Article relating to Marketing	1	50	
SBE Events (2 are required) <u>If you registered for Marketing 330-no matter what your major you must attend 2 SBE events. The first one no later than March 10^h the 2nd by the end of the semester. (May 12)</u>	2	50	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	1	100	
Final Exam	1	150	
Total		750	

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. The second event must be before the end-of-semester.

Marketing Principles Business 330 2017 Lecture 6

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 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: 60 points

Regular attendance is an underpinning of doing well in the class. I will take attendance. Everyone is expected to participate in class and group activities. 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. If you miss class, you will be not be able to make up work or activities done in class. **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. No smoking of any type.

Every student is expected to participate in class discussion through asking questions or answering questions. At the discretion of the instructor points may be awarded to people that are regularly engaged in class and class conversations. There may be class activities and people are expected to participate. You will not be able to make up class activities if you miss class.

Marketing Principles Business 330 2017 Lecture 6

Quizzes: 40 points (4 quizzes- 10 points each)

There will be 4 quizzes during the semester. These will reflect the type of questions asked on the exams; however they may not, be the same questions as on the exams. The intention is help you prepare for the exam. If we have time, we will discuss the quiz in class.

Exams: 300 points (3 Exams 150 points each) The class generally votes on whether they want in class or online exams. The class vote is binding on everyone in the class-no special exam formats.

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**.

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 business/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 generally every Tues. (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 is 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.

Marketing Principles Business 330 2017 Lecture 6

Group Presentation 100 points (Guidelines, Rubric and Peer Review posted on D2L)

This will be a group presentation. Select a public company (Business for Profit Company that issues shares and has shares traded on a US stock exchange.) You will analyze that company's position in the market and also its strategies. Depending on time available you will be given time to work on the project in class.

1. **Groups:** This is a group project. You will work in small groups to develop a presentation which will be delivered at the end of the semester. The presentation will preferably be in **Power Point (Do Not use Prezi or any other presentation software)**. Though we will select groups in ***class it is your responsibility to ensure you are assigned to a group.*** Groups, their members and the company 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.***

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.



Adobe Acrobat
Document



Adobe Acrobat
Document

Final Exam 150 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.**

Marketing Principles Business 330 2017 Lecture 6

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 750 Points

Grading Scale	Letter Grade	Total Point Range
94% to 100%	A	705-750
90% to 93%	A-	675-704
88% to 89%	B+	660-674
83%-87%	B	622-659
80%-82%	B-	600-621
77%-79%	C+	577-599
73%-76%	C	547-576
70%-72%	C-	525-546
67%-69%	D+	502-524
60%-66%	D	450-501
0%-59%	F	0-449

Marketing Principles Business 330 2017 Lecture 6

Marketing Principles Business 330 Lecture 6

Date	Class Period	Assignment
1/24 Tues	Course Introduction	Review Syllabus and news article
1/26 Thurs	Chapter 1 Overview of Marketing	Group Selection and review of project
1/31 Tues	Chapter 1 & 2 Planning Implementing and Evaluating Marketing Strategies	
2/2 Thurs	Chapter 2 Planning Implementing and Evaluating Marketing Strategies	
2/7 Tues	Chapter 3 Marketing Environment	News Articles (4 per class)
2/9 Thurs	Chapter 3 Marketing Environment	
2/14 Tues	Chapter 5 Marketing Research and Information systems	News Articles (4 per class)
2/16 Thurs	Chapter 6 Target Markets Segmentation	Quiz #1 (Chapters 1,2,3,5)
2/21 Tues	Chapter 6 Target Markets Segmentation	News Articles (4 per class) Exam #1 Chapters 1,2,3,5
2/23 Thurs	Chapter 7 Consumer Buying Behavior	
2/28 Tues	Chapter 7 Consumer Buying Behavior	News Articles (4 per class)
3/2 Thurs	Chapter 8 Business and Buying Behavior	
3/7 Tues	Chapter 9 Global Markets	News Articles (4 per class)
3/9 Thurs	Chapter 11 Product Concepts, Branding and Packaging	Quiz #2 Chapters 6,7,8,9
3/14 Tues	Chapter 11 Product Concepts, Branding and Packaging	News Articles (4 per class) Exam #2 Chapters 6,7,8,9
3/16 Thurs	Chapter 12 Developing and Managing Products	
3/21 Tues	Spring Break	
3/23 Thurs	Spring Break	
3/28 Tues	Chapter 13-Service Marketing- Depending on Time we may skip this chapter.	News Articles (4 per class)
3/30 Thurs	Chapter 14 Marketing Channels and Supply Chain	

Marketing Principles Business 330 2017 Lecture 6

4/4 Tues	Chapter 15 Retailing (we may skip this chapter depending on available time)	News Articles
4/6 Thurs	Chapter 16 Integrated Marketing	
4/11 Tues	Chapter 16 Integrated Marketing Communications	Quiz #3 Chapters 11,12,13,14
4/13 Thurs	Chapter 17 Advertising and Public Relations	Exam #3 Chapters 11,12,13,14
4/18 Tues	Chapter 17 Advertising and Public Relations	News Articles
4/20 Thurs	Chapter 18 Personal Selling	
4/25 Tues	Chapter 19 Pricing Concepts	News Articles
4/27 Thurs	Chapter 19 Pricing Concepts	
5/2 Tues	Chapter 20 Setting Prices	
5/4 Thurs	Work day catchup day	Quiz #4 Chapters covered since Exam #3 Part Prep for Final
5/9	Group Presentations	
5/11	Group Presentations	
5/16	Final 12:30-2:30	

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