



Principles of Marketing

BUS 303 – Wesleyan College

Syllabus

Summer 2024, May 13 - June 14

Professor Contact Information

Professor: TBA

Office Hours: by appointment

Contact Information: TBA

Text/ISBN: Grewal and Levys, *MARKETING*, Seventh Edition, McGraw-Hill Irwin, Ryerson.
ISBN10:1260260356 or ISBN13: 9781260260359. Copyright: 2021

Policies and Procedures

Course Goals

The examination of the “4 P’s” of marketing-product, place, promotion, and price. Practical application of these concepts by developing a global marketing plan.

Prerequisites

None

Credit Hours

3

Participation and Grading

Your grade in this course will be determined by your performance in the following categories:

Assignments	Percentage
Quizzes	10 %
Discussions	15 %
Activities	15 %
Exams	60 %
Total	100%



Counseling and Study

Students are required to participate in discussions, read chapter material independently, and complete quizzes accordingly. If you do not read and study the chapters carefully and complete your weekly quizzes you will not pass this course. Reading assigned material before attending class facilitates classroom discussion and improves understanding of the material. Questions, problems and case studies from your text, handouts or the Internet may be assigned to gain an understanding of the material. In order to earn an "A" student may expect to devote at least 3 hours per week in addition to class contact time, reading, completing assignments and visiting the web site. Students who are experiencing difficulty with the readings, assignments or the course in general should contact me immediately. Consider this class a business appointment and leave a voice- or e-mail message if you are unable to attend. As in any business meeting, it would not be acceptable to arrive late, talk or walk around the room while someone is speaking, leave cell phones on for interruptions, etc. For any absence, it is the student's responsibility to ascertain what material was covered and/or assigned.

Students are expected to spend significant time outside of the classroom, reading and studying chapter material. As with any "principles" course, there are many terms and concepts that will require thought and sometimes memorization, in order to perform well on the chapter tests and the final exam. Tests given throughout the semester will cover 3-4 chapters at a time, so that you will be tested on a "manageable" amount of material every week or two. If you need advice on study habits, please let me know.

Exams

There will be two exams throughout the semester. No alternate time will be offered for any of the scheduled exams. No make-up exams will be given unless pre-approved by the instructor. Only in extremely unusual situations will make-up examinations be given.

Make-up exams are more rigorous, are graded to a higher standard than the original exam, and do not offer bonus points or additional credits of any kind. Failure to take an exam will result in a grade of zero for that exam. The tests are application focused and are different from the definitional focus of the questions on the quizzes. These exams will be multiple choice formatted. Each examination will test your mastery of assigned materials, lectures, and problems.

What is the best way to do well on the tests?

1. Read the chapters before they are discussed in class.
2. I may include material on tests that are discussed during discussion sessions but are not in the book and vice versa.
3. Review the online quizzes.
4. Review your notes as well as the book.
5. Be able to apply the key terms and concepts discussed in the book.

Group Discussion

Students must attend the group discussion every week and make a minimum of two responses to other students' answers. Responses need to be on topic to receive credit.

Both **quantity and quality** are important considerations when it comes to participation. For example, a message of simple agreement that reiterates what a previous student stated –even if in different words – does not constitute participation, because it does not add anything of substance to the discussion. Additions can include new ideas, your perspectives, pointed follow-up questions, etc.



Quizzes

You need to take a quiz for each chapter. Quizzes are to prepare you for the class and tests.

Assignments

These activities and homework encourage classroom involvement and add an experimental component to the education process. Working through the question prompts, you must comprehend the course content and basic concepts of marketing. In order to successfully complete activities you must be able to recognize and understand the concepts and terminology being presented in the course content. Other important skills required for completing these activities include making inferences, conceptualizing concepts, and drawing conclusions from the lesson content. Again, activities are drawn from the course lessons as well as the assigned readings, case studies, and videos.

Additional Readings

To keep abreast of the recent developments in business, it is recommended that students read business publications on a regular basis (Business Week, The Economist, Forbes, Fortune, The Wall Street Journal, and The New York Times. University library's web site is a source for many of these resources.

Miscellaneous

As a student, you work hard to earn your degree. Protect the integrity of your work. Do not share your assignments, papers, quizzes, tests, etc. with other students. Do not directly or indirectly share your work by posting it to a third-party website. Do not make use of another student's work in any academic activity. Unless specifically instructed to work in groups, do not collaborate with your classmates on assignments or tests.

To the extent possible I would like to establish a two-way flow of communication. However, I cannot read your mind -- if you do not tell me what you are thinking, there is no way for me to know.

We know that extenuating circumstances can interfere with timely submission of your work. Be sure to communicate with your professor immediately if you will be late with a submission. There will be no make-ups, except in extenuating circumstances. Extenuating circumstances include, but are not limited to, personal/family member hospitalization, family member death, a severe weather event, and a natural disaster that prevents internet connectivity. Computer-related issues, Internet connectivity, and account blocks are generally not considered extenuating circumstances.

You are expected to submit all assignments and projects by the end of the week (Sunday midnight). Students may turn in late work up to 2 weeks after the due date. After that, a zero will be assigned for each assignment. Ten percent of the assignment's value will be deducted after the assignment is graded for each week that an assignment is late. For example, suppose your assignment worth 100 points is due on Sunday, and you submit it on Monday. In that case, 10 points will be deducted after the assignment is graded. Suppose you submit the assignment 2 weeks late. In that case, 20% of the original assignment's value will be deducted after the assignment is graded.

If you have a criticism of the course, the material, or my teaching, I hope you will let me know. Critical thinking and constructive criticism are the backbone of the educational process. It is your right, indeed your responsibility, to suggest ways in which we can work together to improve your educational experience.



Grading Scale:

The grading scale in the class will be as follows:

A=90-100%

B=80-89%

C=70-79%

D=60-69%

F=59% And Below

You may track your running point total throughout the term via our course site. Please be aware, however, that the course grade you see in the site will reflect only assignments and activities you have already completed and that your professor has graded.

Academic Integrity

Wesleyan's College expects student to show integrity in all of their work. Cheating, plagiarism, unauthorized collaboration, inventing or falsifying information, turning in work for more than one class without authorization, or helping someone else are all violations of the Honor Code and are not tolerated. Any of these forms of cheating will not be tolerated and will be grounds for a grade of zero on the exam or assignment and a grade of F for the course, in addition to any penalties imposed by the Provost.

Potential Changes to Course Schedule

The following week-to-week schedule is a general plan for the course. Deviations may be necessary and will be announced in advance via announcement and/or e-mail. Students should check their course site announcements and emails at least once every twenty-four hours throughout the term to watch for updates regarding this course.

Course Schedule

WEEK	
Week 1	<p>Lesson 1: Overview of Marketing (Ch.1) Lesson 2: Developing Marketing Strategies and a Marketing Plan (Ch.2) Lesson 3: Analyzing the Marketing Environment (Ch.5)</p> <p>Quiz 1,2,3 Assignment 1,2 Discussion 1</p>
Week 2	<p>Lesson 4: Consumer Behavior (Ch.6) Lesson 5: Business-to-Business Marketing (Ch.7) Lesson 6: Segmentation, Targeting and Positioning (Ch.9)</p> <p>Quiz 4,5,6 Assignment 3,4 Discussion 2</p>



Week 3	<p>Lesson 7: Marketing Research (Ch.10) Lesson 8: Product, Branding, and Packaging Decisions Developing New Products (Ch.11 – Ch.12) Lesson 9: Services: The Intangible Product (Ch.13)</p> <p>Quiz 7,8,9 Assignment 5,6,7 Discussion 3 Test 1 (Ch.1,2,5,6,7,9,10) (Tuesday)</p>
Week 4	<p>Lesson 10: Pricing Concepts for Establishing Value (Ch.14) Lesson 11: Supply Chain and Channel Management (Ch.15) Lesson 12: Retailing and Omni-Channel Marketing (Ch.16)</p> <p>Quiz 10,11,12 Assignment 8,9 Discussion 4</p>
Week 5	<p>Lesson 13: Integrated Marketing Communication (Ch.17) Lesson 14: Advertising, Public Relations, and Sales Promotion (Ch.18) Lesson 15: Social and Mobile Marketing (Ch.3)</p> <p>Quiz 13,14,15 Assignment 10,11 Discussion 5 Test 2 (Ch.11,12,13,14,15,16,17,3) Last Day of Classes</p>

Civility in the Academic Community

Students, faculty, and staff are expected to treat one another with respect in all interactions both during class meetings and on the Moodle course site. Rude, disruptive and/or disrespectful behaviors as determined by a faculty member interfere with other students' rights and with the professor's ability to teach. Therefore, any student exhibiting unacceptable behaviors during a class meeting or Moodle collaborative activity will be asked to leave and will be counted absent for that class period or activity. Failure to cooperate with this process will result in disciplinary action that may include withdrawal from the class or dismissal from the College. Violations will be reported to the Provost.

Disabilities Statement

Wesleyan College is committed to equal education, full participation and access to facilities for all students. Any student who requires reasonable academic accommodations, use of auxiliary aids or facility access for a class must first register with Disability Resources by contacting Jill Amos, Director of Disability and Advocacy Services, jamos@wesleyancollege.edu or (478) 757-5219. If reasonable accommodations are established, students should request Accommodation Letters from Disability Resources then schedule an appointment to meet with the professor to determine how the accommodations will be implemented for each class as early in the semester as possible. Accommodations require advance notice to implement and will not be retroactively administered for the semester. Accommodations that decrease the integrity of a course will not be approved.



Privacy in Teaching & Learning Spaces

In order to promote an environment in which ideas may be freely expressed, the interior offices; in-person and virtual classrooms; and Moodle course sites at Wesleyan are private spaces. The unauthorized creation of photographic images, audio recordings, or video recordings of students or faculty in these spaces is considered to be disruptive behavior which may result in a student's removal from class according to the professor's discretion. The distribution of unauthorized images or recordings, or of class meeting recordings shared by a professor for instructional purposes, without the express written permission of the College is strictly prohibited and is subject to disciplinary action by the Provost of the College.