

BUS365: MARKETING PRINCIPLES (Summer - 2019)

Course Information

BUS365 Marketing Principles Monday - Thursday (5/20 – 6/20)
112 Ballentine Hall

Course description: lecture components to introduce marketing from a management perspective. It examines social, economic, technological, legal, ethical, and other environmental factors and their impact on product, price, promotion and distribution decisions in a global market.

AMA: Marketing is the activity, set of institutions and processes for creating, capturing, communicating delivering and exchanging offerings that have value for customers, clients, partners, and society at large. **It requires thoughtful planning with an emphasis on the ethical implications of any of those decisions on society in general. Marketing Plan** specifies the marketing activities over a specific period of time: **marketing mix - product** (creating), **price** (capturing), **place** (delivering), and **promotion** (communicating).

David M. Mitchell, Ph.D.
Room 220-B Ballentine Hall
(Monday, Wednesday, Friday 7:00am – 8:00pm, or by appointment)

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M: Marketing, 5/e Dhruv Grewal, Ph.D. & Michael Levy, Ph.D. ISBN: 978-1-259-44629-0. Copyright year - 2017

Students are highly encouraged and recommended to utilize the online supplementary learning resources available on the publisher's *Online Learning Center* (www.mhhe.com/GrewalM2e) using the registration code that accompanies the textbook. Other supplementary contents that I provide with in-class handouts are intended to further enhance the course content and learning.

Learning Goals, Outcomes & Assessments

Following are the overall goals, i.e., terminal objectives, which express the *core knowledge* achieved by BUS365 graduates:

Knowledge of the role of the external environment in marketing strategy
Knowledge of marketing mix elements
Knowledge of segmentation process and positioning
Knowledge of core consumer behavior concepts

The emphasis of this course will be placed on your understanding and appreciation of:

The complexity of the environment (domestic and international)
The diversity of consumers, and their needs and wants
The necessity of innovation for success
The ethical and social issues related to marketing

Detailed learning outcomes for each chapter are provided in each of the class sections and in the textbook.

After completion of this course, you should be able to demonstrate:

- the ability to design and implement a marketing strategy;
- the ability to apply marketing concepts and strategies to real world marketing problems;
- the ability to demonstrate higher order thinking and critical thinking;
- the ability to realize ethical dilemmas and apply decision making tools;
- the ability to work in teams.

Undergraduate Assessments established by the College of Business Administration are supported by BUS365 as follows:

Write Effectively – Students draft a Marketing Plan and participate in drafting an analysis of a Case study.

Oral Communications – Normal classroom interaction + students formally present a Marketing Plan.

Core Knowledge – (As previously addressed.)

Ability to Integrate – Students develop a Marketing Plan that integrates all core knowledge goals.

Understanding Ethical Issues – Knowledge of Marketing Ethics is assessed in Homework and the Examination; and elements of Ethical and Social Responsibility are required in the Marketing Plan.

Teamwork – Teams develop the Marketing Plan and presentation, and Case study analysis and presentation.

Preparing for the Class

This course will be a mixture of lectures and presentations of textbook and other relevant materials, as well as class discussions. To achieve quality participation in the course, you are expected to **read each chapter** in the text **prior to** the date assigned in the course schedule. Keeping current with the reading is essential to your success in this course. Case studies are used to provide you with hands on experience with marketing issues, problems, and decisions.

Evaluation

Final Examination	45 points (25/Answers; 20/Post-Reflection)
Quizzes (5 @ 5 points)	25 points
Chapter Group Presentations	20 points
Presence, Perseverance & Participation	10 points

94 – 100 = A, 90 – 93 = A-
87 – 89 = B+, 83 – 86 = B, 80 – 82 = B-
77 – 79 = C+, 73 – 76 = C, 70 – 72 = C-
67 – 69 = D+, 60 – 66 = D, 00 – 59 = F

There will be six quizzes during the semester and one final exam at the end of the semester. Quizzes are non-cumulative. Some quizzes may contain combinations of true/false, multiple-choice, short answer, fill-in questions and essay. **If you miss the final exam, you will fail the course even with a passing cumulative score.**

Attendance & Class Participation

As with most businesses, attendance and participation are critical to fully understand concepts and applications. Your attendance alone is not sufficient to receive full credit in this category. You must also come to class prepared to discuss the topics, cases, and participate in the events scheduled. This element accounts for 10 percent of your grade.

Participation will be noted throughout the semester.

Participation is measured according to daily observation of class conduct. For example, students habitually arriving late or leaving early, talking during lectures or presentations, unprepared for classroom activities, or otherwise detracting from a learning environment will notice their end- of-semester score reduced further in this category.

Class Policies

Class Attendance, Punctuality, and Behavior

Ongoing commitments, and the ability to arrive at work and at meetings on time, are highly valued skills in the business world. In addition, you are responsible for everything that is discussed in class. Therefore, you are expected to attend all scheduled classes, and you are responsible on the exams for anything discussed and covered in class. If a student misses a class, it is his or her responsibility to obtain the class notes and any material covered in the missed class. Because each class will start promptly at the scheduled time, and because late arrivals are disruptive and

inconsiderate not only to the instructor but also to other students, do not be late. If you must leave class early, out of courtesy and respect for the instructor and your classmates, please let the instructor know before class begins. Arriving late for class or continually leaving class early will negatively affect your final grade.

Correspondence

The syllabus is subject to changes at the instructor's discretion. Changes to class schedule and/or assignment (e.g. due to bad weather, emergency) may be made available on Sakai. It is the responsibility of the students to check Sakai regularly (at least once a day) to keep updated of changes, rescheduling and new instructions.

Electronic Devices

Please turn off all cell phones or PDA's prior to entering the classroom. If you use a laptop computer during class and are accessing the Internet or completing other work during the class, you will no longer be allowed to bring the computer to the class. No cell phones, PDA's, or computers are allowed during exams.

Academic Honesty and Integrity

**The following is an excerpt from pp. 9 – 10 of
The University Of Rhode Island 2010-2012 Student Handbook
regarding ACADEMIC HONESTY – it is available at**

http://www.uri.edu/judicial/assets/URI_Student_Handbook_2010-2012.pdf

"1.4 Academic Honesty. Students are expected to be honest in all academic work. A student's name on any written work including assignments, lab reports, internship reports, papers, or examinations, shall be regarded as assurance that the work is the result of the student's own thought and study. Work should be stated in the student's own words and produced without assistance or properly attributed to its source. When students are authorized to work jointly, group effort must be indicated on the work submitted.

Most academic work builds on the contributions of others. Students have an obligation to know how to quote, paraphrase, summarize, or reference the work of others with integrity. A source need not be given for common knowledge within a discipline. Students should seek guidance from instructors about the preferred citation style for each course. In addition, utilizing campus academic resources including the Academic Enhancement Center and the Writing Center are encouraged and not a violation of this policy. It is the student's responsibility to become familiar with that style and utilize it in their work for that course.

While intent or negligence may affect the seriousness of the sanction, the following examples of academic dishonesty apply regardless:

- Using story material, wording or dialogue taken from published work, motion pictures, radio, television, lectures, websites or similar sources without appropriate quotation marks, citation or footnote reference
- Claiming disproportionate credit for work not done independently
- Submitting work without acknowledging aid received or claiming disproportionate credit for work done jointly
- Unauthorized possession or access to exams
- Unauthorized communication during exams
- Unauthorized use of another's work or preparing work for another student
- Taking an exam for another student
- Altering or attempting to alter grades
- The use of notes or electronic devices such as calculators, computers, or cell phones to gain an unauthorized advantage during exams
- Fabricating or falsifying facts, data or references
- Facilitating or aiding another's academic dishonesty
- Submitting the same paper for more than one course without prior approval from the instructors."

Also be sure to read the College policies at: <http://www.cba.uri.edu/AcademicHonestyandIntegrity/>

Religious Holidays

If your religious beliefs and practices conflict with certain class schedules, please inform the instructor in writing as soon as possible (at least two weeks in advance), so that proper attendance credit will be granted.

Student Disabilities

Any student with a documented disability is required to contact me as early in the semester as possible, so that we may arrange reasonable accommodations. As part of this process, please be in touch with the Disability Services for Students Office at 330 Memorial Union (874-2098).

Academic Enhancement Center

Success in this course requires that you keep up with the class work and study the course materials effectively. The Academic Enhancement Center (www.uri.edu/aec) can help. Their friendly staff of learning specialists and student tutors can help you find an approach to studying that suits your needs and schedule, develop effective study strategies, understand course concepts and practice productively. The center is also a great place to go and study on your own, with space available for individuals or groups. They are open Monday through Thursday 10am to 9pm, and Fridays until 1pm. All services are free (the coffee is free as well), and no appointment is needed. You can call them for complete information at 874-2367, or just stop by the center on the fourth floor of Roosevelt Hall.

Library Resources

You are expected to familiarize yourself with, and benefit from, the resources and help available at the University Library. Questions or enquiries regarding access/policies of the Library may be directed to the Library Reference Desk (874-2653), or Social Science Reference Librarian, Margaret J. Keefe (874-5086) for specific resources in this field.

University Drop Policy

A course may be dropped by official procedures determined by the Office of Enrollment Services (e-campus) on or before the end of the third week of classes (September 25th) with no mark appearing on the student's transcript.

Courses may be dropped through e-campus between the fourth and the end of the sixth week of classes (Withdrawal Period) and will be recognized on a student's transcript with a "W." Courses dropped on or after September 25 will show a "W" on the student's transcript.

After the end of the sixth week (February 27th), a student may drop a course only in exceptional circumstances and only with authorization of the dean of the college in which the student is enrolled (Requires a petition of the Scholastic Standing Committee). Such drops will also be recognized on a student's transcript with a "W." If the student has not dropped a course by the end of the withdrawal period the instructor must submit a grade.

Research Extra Credit Policy

As an important means for understanding and experiencing well-designed and ethically planned psychological research, students in Marketing courses MAY be provided with the opportunity to voluntarily participate in formal research projects outside of the classroom. This experience affords students the potential for insight into consumption behavior and an appreciation of research methodologies and techniques used in marketing research.

Only university approved research protocols would be used. The ONLY way you will be initially contacted is in class. Since opportunities may vary from semester to semester, participation will be awarded "extra credit" only and will generally be available equally across all participating sections. Up to 4% of the course grade can be earned from extra credit for participation in research experiments or equivalent alternatives. The total value of credit earned cannot exceed the course grade's overall 100%. The opportunity to earn this extra will be available only if such research experiments are being conducted by researchers at URI. Such extra credit opportunities therefore are not guaranteed.