

Benedictine University at Springfield College in Illinois – Cohort 6 '08

Semester:	Spring, 2008	Instructor:	Joana Ramsey
Location:	UA25	Office:	Brinkerhoff Home
Class Time:	R 6:00pm-10:00pm	Office Hours:	M/W/F 9-10, 1-2
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MARKETING - MKTG 300

I. Course Description: A comprehensive analysis of the principles of marketing and the marketing system.

An investigation of the basic principles of marketing, with an emphasis on the practical application of those principles to formulate marketing plans that will deliver value to customers and meet the goals of the organization.

II. Textbook: Marketing 8th edition, Charles W. Lamb, Joseph F. Hair Jr., Carl McDaniel, 2006

III. Mission Statement: Benedictine University is dedicated to the education of undergraduate and graduate students from diverse ethnic, racial and religious backgrounds. As an academic community committed to liberal arts and professional education distinguished and guided by our Roman Catholic tradition and Benedictine heritage, we prepare our students for a lifetime as active, informed and responsible citizens and leaders in the world community.

IV. Goals, Objectives, and Outcomes:

- A. *Goals:* To give students a compressive overview of the marketing discipline and its relationship with operations and production.
- B. *Objectives:*
 - a. To develop an understanding of a basic marketing plan
 - b. To review methods used to identify market segments
 - c. To learn product life cycles
 - d. To be able to explain and manipulate the marketing mix
- C. *Outcomes:*
 - a. The student will be able to create a basic marketing plan
 - b. The student will be able to identify the market segments and how to use research methods to accomplish it. (primary and secondary)
 - c. The student will be able to explain product life cycles

V. Teaching Methods: Lectures, power point presentations, videos/guest speaker, class discussion and team/individual projects will be incorporated during the semester.

VI. Course Requirements:

Attendance Policy: 0 class absences will be accepted without adversely affecting the grade. Refer to point scale if student misses more than 0 class periods.

Attendance is required = 100 total points

- a. 0 absences 50 pts
- b. 1 absences 20 pts
- c. 2 or more absences 10 pts

More than 10 minutes late will be marked as an absence

An excused absence is either a SCI/BU function (field trip, athletic event, etc.) or a medical note stating you were not allowed to attend class. Points will not be deducted for an excused absence.

It is the student's responsibility to learn of any assignments which need to be made up due to the absence. Missed assignments need to be turned in by the beginning of the next class.

- No make-up test will be given without the permission of instructor
- Assignments are due at the beginning of class, typed and stapled. If received after the assigned time it is considered late. A late assignment will receive a point deduction.
- Students are expected to assume a fair share of group projects. Evaluations from your peers will be taken into account for determination of your grade.
- Participation will be used in determining a grade. It will carry a 50 point tally.
- No cell phones are to be used during class time and no text messaging. If you must have your cell phone with you place it on the silent mode. Speak to the instructor about leaving it on if there is an emergency situation.
- During a test, no IPOD device or cell phone can be used. Failure of test may be imposed if either device is used.

Reading assignments: refer to course outline

Written Assignments: Marketing plan (approximately 7 pages), sponsorship proposal (length will vary). Specific requirements for each project will be handed out and discussed during class.

Plagiarism “The deliberate and knowing presentation of another person’s original ideas or creative expressions as one’s own. Generally, plagiarism is immoral but not illegal. If the expression’s creator gives unrestricted permission for its use and the user claims the expression as original, the user commits plagiarism but does not violate copyright laws. If the original expression is copied without permission, the plagiarist may violate copyright laws, even if credit goes to the creator. And if the plagiarism results in material gain, it may be deemed a passing-off activity that violates the Lanham Act.” Black’s Law Dictionary, 8th ed. (2004), p. 1187. Also useful to establish guidelines for delineating plagiarism is Diana Hacker’s definition: “Three different acts are considered plagiarism: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words.” (A Writer’s Reference by Diana Hacker, Bedford St. Martin’s Press, 2003, page 331.

- Student’s final grade will be lowered one letter grade if plagiarism is discovered. Student may also receive disciplinary action from the Dean of Student Affairs.

VII. Evaluation:

Written test (4) - Multiple choice, listing and essay	400 points
In class projects/Outside class projects	100 points
Marketing Plan	100 points
Sponsorship proposal	100 points
Attendance (50pts)/Participation (50 pts)	100 points
 Total points	 800 points

Scale: 800-720 = A
 719-640 = B
 639-560 = C
 559-480 = D
 479 - = F

VIII. Course Outline – *The instructor reserves the right to change the course schedule or its contents at any time. It is the student’s responsibility to keep current and comply with any change.*

- **Students should read Chapters 1, 2, 5 before 1st class on 1/10/08**
- **Bring 3-4 items to class which you deem as some form of marketing (no wrong answers, be creative if would like)**

1/10/08 – Class expectations, Handouts for Marketing Plan and Sponsorship Proposals, Discuss Ch 1 (Overview of Marketing) Ch 2 (Strategic Planning) and Ch 5 (Consumer Decision Making) and Ch 7 Power point, worksheet on jobs in marketing world, group work on forming strategic plan, assignment - Read Ch 7, 10 and 13 and finish in class projects, review for Test

- 1/17 - **TEST 1 (Chapters 1, 2, 5)** Discuss Ch 7 (Segmenting and Targeting Markets) Ch 10 (Developing and Managing Products) Ch 13 (Retailing) PowerPoint, time to develop marketing plan, assignment- review for TEST 2, read ch 15,16,17
- 1/24 - **TEST 2 (Chapters 7, 10, 13)** Discuss Ch 15 (Advertising and PR) Ch 16 (Sales Promotion and Personal Selling) Ch 17 (Pricing) Power Point, Work on Marketing Plan and develop Sponsorship Proposal, assignment; Rd Ch 19 and 20, review for TEST 3
- 1/31 - **TEST 3 (Chapters 15, 16, 17)** Discuss Ch 19 (Internet Marketing) Ch 20 (Customer Relationship Management) Power Point, group work in class, assignment – review for test, finish marketing plan and sponsorship proposal
- 2/7 - **TEST 4 (Chapters 19, 20)** Marketing plan due, Sponsorship Proposal Presentations

IX. Americans with Disabilities Act (ADA) Springfield College in Illinois provides individuals with disabilities reasonable accommodations to participate in educational programs, activities, and services. Students with disabilities requiring accommodations to participate in college-sponsored programs, activities, and services or to meet course requirements should contact the Director of the Resource Center as early as possible.

X. Assessment: Goals, objectives, and learning outcomes that will be assessed in the class are stated in this syllabus in Sections IV and VI. Instructor will use background knowledge probes, one-minute papers, reflective essays and/or other Classroom Assessment Techniques as deemed necessary in order to provide continuous improvement of instruction.