BUS 500F BUSINESS MARKETING ON LINE
FALL 2010 CRN 2419

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COURSE DESCRIPTION:

Marketing is an exciting field and a key driving force in any successful business enterprise. This is a graduate level course that is intended to provide a descriptive overview of marketing, marketing management, and the marketing planning process.

As a graduate level foundations course, it will be more advanced than a traditional Introduction to Marketing course at the undergraduate level. The primary focus will be to understand all aspects of marketing following the marketing planning process and the decision making required during each step of this process. Emphasis will be placed on Analyzing Marketing Opportunities, Developing Marketing Strategies, and Planning specific marketing programs.

Since this is an on line course offering, there will be a strong emphasis on collaborative learning. A strong emphasis will also be placed on experiential learning and relating the course material to applied settings. Class discussions, on line exercises, and team activities will all be conducted on line and will be a critical part of the learning experience. Students will be required to apply what they learn by making actual marketing decisions.

SPECIFIC COURSE OBJECTIVES:

By the end of the course students will demonstrate:

- An awareness of current marketing practice and future trends affecting the movement of goods and services from producer to the customer/consumer.

- The ability to develop efficient strategies for the marketing of goods and services, including the selection of appropriate target markets.

- The ability to conduct a situational analysis as a basis for effective marketing decision making.

- An ability to integrate elements of the marketing mix through the creation of a marketing plan.
**REQUIRED TEXT:** *Principles of Marketing* (2010), 13th edition, Kotler & Armstrong, Publisher: Pearson/Prentice-Hall.  (NOTE:  Students must also have access to Microsoft Word 2003 or 2007 or have the ability to read and save a document into that format)

**COURSE OUTLINE AND ASSIGNMENTS**
The following course outline reflects the tentative schedule of activities.  Although every effort will be made to stay on schedule, since this is an on-line course, adjustments may be made during the ten week schedule.

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
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| Week 1     | **Text:** Read Ch. 1,2  
**Online:** Lecture notes for Ch. 1,2  
**O/L Discussion:** Competitive Advantage Zazzle  
**O/L Discussion:** Marketing Concept  
(remember that e-mail and discussion questions due are embedded in the lecture notes) |
| Aug. 30 – Sept. 5 |                                                                                   |
| Week 2     | **Text:** Read Ch. 3, 4, 18 (pp. 528-534 only)  
**Online:** Lecture notes for Ch 3, 4 and detailed instructions for trend report assignment and mini-marketing plan (be sure to read assignment material carefully)  
**E-Mail Assignment:** Nick & Eva’s Ice Cream  
**E-Mail Assignment:** Pepperdine Environmental Analysis |
| Sept. 6 - 12 |                                                                                       |
| Week 3     | **Text:** Read Ch. 5,6  
**Online:** Lecture notes for Ch. 5,6  
**E-mail Assignment:** VALS  
**E-mail Assignment:** Making a Purchase Decision  
**O/L Discussion:** Ethics in Research |
| Sept. 13 - 19 |                                                                                      |
| Week 4     | **Text:** Read Ch. 7  
**Online:** Lecture notes for Ch. 7  
**E-mail Assignment:** Positioning your product, service, or non-profit cause  
**Trend Report Due by Sunday, Sept. 26th at the latest** |
| Sept. 20 - 26 |                                                                                     |
| Week 5     | **Text:** Read Ch. 8,9  
**Online:** Lecture notes for Ch. 8,9  
**O/L Discussion:** Ethics of Branding  
**O/L Discussion:** Review and comment on Trend Reports |
<p>| Sept. 27 – Oct. 3 |                                                                                   |
|             | <strong>Exam 1 Due by Sunday, Oct. 3rd (Ch. 1-9)</strong>                                       |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Text: Read Ch 10,11</th>
<th>Online: Lecture notes for Ch 10</th>
<th>E-mail Assignment: Developing new product ideas</th>
<th>O/L Discussion: Price Discrimination</th>
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<tbody>
<tr>
<td>Week 6</td>
<td>Oct. 4 – 10</td>
<td></td>
<td></td>
<td>Part A. Situational Analysis DRAFT due by Sunday, Oct. 10th, at the latest (optional – for feedback only)</td>
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<tr>
<td>Week 7</td>
<td>Text: Read Ch 12,13,14</td>
<td>Online: Lecture notes for Ch 12,13,14</td>
<td>E-mail Assignment: Mapping your channel strategy</td>
<td>O/L Discussion: Sales vs. EDLP</td>
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<td>Week 8</td>
<td>Text: Read Ch 15, 16, 17</td>
<td>Online: Lecture notes for Ch 15,16,17</td>
<td>E-mail Assignment: Developing a FAB chart</td>
<td>O/L Discussion: Pick an ad</td>
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<td>Week 9</td>
<td>Text: Read Ch. 19</td>
<td>Online: Lecture notes for Ch. 19</td>
<td>O/L Discussion: Bribery Ethics</td>
<td>FINAL Marketing Plan Due by Sunday, October 31st, at the latest. REQUIRED!!!!!!</td>
</tr>
<tr>
<td>Week 10</td>
<td>Course wrap up</td>
<td>O/L Discussion: Review and comment on Marketing Plans</td>
<td>Exam 2 Due by Sunday, Nov. 17th, (Ch. 10 -19)</td>
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**POLICIES AND PROCEDURES:**

**Basis of Course Grade:**

The components of your course grade are as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Group Marketing Plan</td>
<td>30%</td>
<td>300</td>
</tr>
<tr>
<td>Exam 1 (Chapters 1-9)</td>
<td>15%</td>
<td>150</td>
</tr>
<tr>
<td>Exam 2 (Chapters 10-19)</td>
<td>15%</td>
<td>150</td>
</tr>
<tr>
<td>Trend Report</td>
<td>10%</td>
<td>100</td>
</tr>
<tr>
<td><strong>On-line Discussion and E-mail Exercises:</strong></td>
<td>30%</td>
<td>300</td>
</tr>
<tr>
<td>8 E-mail Assignments – 15 pts. each</td>
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<td>8 Online discussions – 15 pts. each</td>
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<tr>
<td>Market Plan discussion – 30 pts.</td>
<td></td>
<td></td>
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<tr>
<td><strong>Totals:</strong></td>
<td>100%</td>
<td>1000</td>
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My normal grading policy for assigning course grades, using either a 1000 pt. scale or percentages, is as follows:

- **A** 920+ 92+%  
- **A-** 900-919 90-91%  
- **B+** 880-899 88-89%  
- **B** 800-879 80-87%  
- **B-** 780-799 78-79%  
- **C** 700-779 70-77%  
- **F** Under 700 Under 70%

Fractional percentages will be rounded up to the next highest whole number. Based upon class performance on individual exams and assignments I may adjust this grade distribution down which would only be to your advantage. I will never raise the grade distribution so you are assured of receiving a grade as defined above if you reach the minimum threshold.
Course Guidelines:

The course material consists of assigned textbook chapters each week and additional lecture notes that I have prepared chapter by chapter on-line on Blackboard. **Within** these lecture notes, the E-mail assignments and Discussion Board topics are listed. All of the discussion topics will also be found on the Discussion Board posted by week. You are expected to participate in the discussions **throughout the week**. I know it’s easier to do this over the weekend, but that makes it difficult for you, me and your classmates to fully participate. All e-mail assignments are due by the following Sunday at midnight of the appropriate week. Use the ASSIGNMENT feature listed under your weekly assignments in Course Documents to submit your work. **DO NOT** e-mail assignments directly to me AND do not use the digital dropbox.

1. Both exams will consist of short essay questions, often some type of situational question that requires you to apply the knowledge learned in the course.

2. The term mini-marketing plan will be developed in groups of 3-5 people. When you are assigned to a group, members of that group will be able to communicate among themselves in private and separate from other members of the class.

3. The purpose of the marketing plan assignment is to give you an opportunity to better understand each step of the marketing planning process by actually making some decisions and developing a complete plan with the limited information that will be available to you. Details about the marketing plan assignment are covered under Week Two in COURSE DOCUMENTS in Blackboard.

4. Each student (individual project) will conduct library and/or Internet research to identify and describe what you believe to be the most important trend that will affect how we market products and services in the 21st century. Further information is provided on the Trends Report Assignment under Week Two in COURSE DOCUMENTS in Blackboard.

5. One of the most significant benefits of on-line learning is the opportunity for greater collaboration and class discussion opportunities than are typically possible in a live classroom. Unlike a live classroom, **EVERYONE** must be heavily involved in all class discussions. (There is no more sitting in the back of the room, being quiet, and hardly ever expressing your ideas and opinions).

   Therefore, active class participation and preparation is expected and a necessary factor for the success of this course. Much of the learning will take place through on-line discussions and collaborative efforts. One advantage to the instructor in an on-line course is the ability to keep track of how much time each student spends on-line on each aspect of the course.

6. Finally, you will be asked to submit a series of e-mail assignments. Most of these assignments require you to make some decisions. You will be asked to answer specific
questions by e-mail and use the Assignment feature to submit your work. The instructor may at times select specific answers from the class submissions and share with the rest of the class.

**Late assignments are normally not accepted.** If you are not going to be available for any reason, do the necessary work early if at all possible.

**In Progress and Incomplete Policy**

In Progress grades are reserved for those directed studies, independent studies, field work courses, senior projects, and graduate culminating activities where the contract at the time of registration specifies a date of completion which is beyond the end of the term of registration. The intent of the IP policy is to provide for individualized study which, in its inception, requires more than the normal term or semester to complete. An IP grade will become an NCR or F, depending upon the grade option, if not cleared within one year following the term of registration.

Incompletes are authorized only when it is impossible for the student to complete the course because of illness or other justifiable cause and only with a formal written petition from the student to the professor. In completing the petition, the student contracts to complete the work specified in the petition. The completed petition must be filed prior to the last day of the term. Petitions are available from the Registrar. Students who receive an INC in a term that ends between September 1 and January 31 must complete their courses by the following May 31. Students who receive an INC in a term that ends between February 1 and April 30 must complete their courses before the following August 31. Students who receive an INC for courses that end between May 1 and August 31 have until the following December 31 to complete their courses. INC grades not completed by the appropriate deadline will become NCR or F grades depending upon the grade option.

INC’s are granted in very rare cases so don’t count on it as a way to makeup work that you did not do during the 10 week term. If you know that you will be unavailable for significant periods of time to work on this course, you should not take it.

**Other Issues**


8. No extra credit work will be offered.

9. Regular participation in all scheduled on-line discussion is University policy. Missed sessions will be reflected in your individual discussion/contribution grade.
10. Each student is responsible for performing academic tasks in such a way that honesty is not in question. See the policy in the Class Catalog.

11. Modification of this syllabus may be made at any time at the professor’s discretion. However, so you can plan properly, due dates for major assignments and activities such as exams, trend reports, and etc. will never change.