

BUS 500F BUSINESS MARKETING ON LINE SPRING 2018 CRN 2433

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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 approach used to help you understand all aspects of marketing will be to follow 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, all critical aspects of marketing any type of product or service.

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 including the identification and analysis of similarities and differences among individual and/or organizational buyers.

- An ability to integrate elements of the marketing mix through the creation of a marketing plan.
- An ability to use effective business communications to communicate thoughts and ideas effectively.
- An awareness of the impact of cultural diversity, ethics, and globalization on marketing practice and marketing decision making.

REQUIRED TEXT: *Principles of Marketing*, 17th edition, 2018, Kotler & Armstrong, Publisher: Pearson. (NOTE: Students must also have the ability to read and save a document into a Word 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.

Date	Activities
Week 1 March 26 – Monday April 2	<p>Go to INFORMATION in Blackboard Course Syllabus Read Course Introduction Read Requirements for Applied Marketing Report Read Requirements for Mini-Marketing Plan</p> <p>Topics: Marketing overview and planning process, the marketing concept, competitive advantage, creating value, customer satisfaction, business portfolios, and 9 corporate growth strategies</p> <p>Go to TEXTBOOK Read Ch. 1 & 2</p> <p>Go to CONTENT in Blackboard Read Online Lecture Notes for Week 1</p> <p>O/L Introductions – Introduce Yourself</p> <p>O/L Discussion: Why is Marketing Important? (remember that information for e-mail assignments and discussion questions due are embedded in the lecture notes)</p>

<p>Week 2 April 2 - 8</p>	<p>Topics: Situation analysis: the micro and macro environments, competitor analysis, and market measurements; types of marketing information and the marketing research process</p> <p>Text: Read Ch. 3, 4, 18 (pp. 518-525 only) Online: Lecture notes for Week 2 E-Mail Assignment: Dutchess Ice Cream</p>
<p>Week 3 April 9 - 15</p>	<p>Topics: Situational analysis: consumer buyer behavior, types of buying decisions, need gap analysis, the buying process, and organizational buyer behavior</p> <p>Text: Read Ch. 5,6 Online: Lecture notes for Week 3 E-mail Assignment: Making a Purchase Decision Team Product/Service Selection Due by Sunday, April 15th</p>
<p>Week 4 April 16 – 22</p>	<p>Topics: STP: Market Segmentation, Target Marketing and Product Positioning; Generic competitive strategies and Strategic Alliances</p> <p>Text: Read Ch. 7 Online: Lecture notes for Week 4</p> <p>Applied Marketing Report Due by Sunday, April 22nd</p>
<p>Week 5 April 23 - 29</p>	<p>Topics: Marketing Mix: Products and services, levels of product offerings, the product mix, services marketing, brand equity and brand development, new product development and product life cycles</p> <p>Text: Read Ch. 8,9 Online: Lecture notes for Week 5 O/L Discussion: Review and comment on Applied Marketing Reports Part A. Situational Analysis DRAFT due by Sunday, April 29th, at the latest (optional – for feedback only)</p>
<p>Week 6 April 30 – May 6</p>	<p>Topics: Marketing Mix: Pricing basics, major pricing strategies, analytical pricing tools, new product pricing and price adjustment strategies</p> <p>Text: Read Ch 10,11 Online: Lecture notes for Week 6</p> <p>Exam 1 Due by Sunday, May 6th (Ch. 1 -11)</p>

<p>Week 7</p> <p>May 7 – Monday May 14</p>	<p>Topics: Marketing Mix: Marketing channel decisions, vertical marketing systems, marketing logistics, wholesalers and retailing, the promotional mix and the communications process</p> <p>Text: Read Ch 12,13,14</p> <p>Online: Lecture notes for Week 7</p> <p>E-mail Assignment: Developing new product ideas</p> <p>Part B. Target Market, Positioning, and other Core Strategies DRAFT due by Monday, May 14th, at the latest (optional – for feedback only)</p>
<p>Week 8</p> <p>May 14 - 20</p>	<p>Topics: The promotional mix: Advertising, Publicity and Marketing Public Relations, Personal Selling, Selling Benefits (FAB), Sales Promotion, Direct Marketing and Digital Marketing</p> <p>Text: Read Ch 15, 16, 17</p> <p>Online: Lecture notes for Week 8</p> <p>O/L Discussion: Sales vs. EDLP</p> <p>Part C. Marketing Mix Strategies DRAFT due by Sunday, May 20th (optional – for feedback only)</p>
<p>Week 9</p> <p>May 21 – Wednesday May 30</p>	<p>Topics: Global Marketing, Market Entry Strategies and Adaptive/Standardization strategies</p> <p>Text: Read Ch. 19</p> <p>Online: Lecture notes for Week 9</p> <p>O/L Discussion: Bribery and Ethics</p> <p>FINAL Marketing Plan Due by Wednesday, May 30th, at the latest. REQUIRED!!!!</p>
<p>Week 10</p> <p>Thursday May 31 – June 3</p>	<p>O/L Discussion: Review and comment on Marketing Plans by end of course on Sunday, June 3rd.</p>

POLICIES AND PROCEDURES:

Basis of Course Grade:

The components of your course grade are as follows:

Component	Points
Group Marketing Plan	300
Exam 1 (Chapters 1-11)	150
Applied Marketing Report	100
On-line Discussion and E-mail Exercises: 3 E-mail Assignments – 25 pts. each 3 Online discussion – 25 pts. Applied Report discussion – 40 pts. Marketing Plan discussion – 40 pts.	230
Total Possible:	780

My normal grading policy for assigning course grades, using either a point scale or percentages, is as follows:

A	718	92+%
A-	702 - 717	90-91%
B+	686 - 701	88-89%
B	640 - 685	82-87%
B-	624 - 639	80-81%
C	546 - 623	70-79%
F	Under 546	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. **If anyone does not turn in written assignments or participate**

online in more than three assignments total, they will automatically receive an F in the class regardless of the number of points they have accumulated.

Course Guidelines:

The course material consists of both assigned textbook chapters each week and additional lecture notes that I have prepared each week chapter by chapter on-line on Blackboard. **Within** these lecture notes, the E-mail assignments and Discussion Board topics are listed. All of the online discussion topics will also be found on the Discussion Board posted by week. You are expected to participate in any discussions **throughout the week**. I know it's easier for some to do this over the weekend, but that makes it difficult for you, me and your classmates to effectively participate in a true "threaded discussion". Online discussions run from Monday through Sunday of the week assigned unless otherwise stated.

All written assignments are due by the Sunday at midnight of the **appropriate week unless otherwise stated. Use the ASSIGNMENT feature listed under your weekly assignments in Course CONTENT to submit your work. DO NOT e-mail assignments directly to me unless you have a continuous problem accessing Blackboard.**

1. Exam 1 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 team 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 assigned a separate workspace and 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 the INFORMATION section in Blackboard.**
4. Each student (individual project) will conduct library and/or Internet research to develop an Applied Marketing Report to share with the class. It is intended to add knowledge of marketing that goes **beyond the text or the lecture notes**. Further information is provided on the Applied Marketing Report **under the INFORMATION section 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 online 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.

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. I may elect to accept a late written assignment but there will be a penalty of 10% for each day or partial day it is late. If you are not going to be available for any reason, do the necessary work early if at all possible. There is no way to makeup online discussions that you do not participate in during the week assigned.

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

7. Guidelines for written reports: Single-spaced, 10 - 12-point font using effective business communications.
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. Plagiarism and using other people's work as your own, without proper citation, is not acceptable. If it is determined that plagiarism is involved, the instructor may give zero credit for an assignment or an F for the class, depending upon the circumstances.
12. 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.