



## Peru State College BUS 328 – Principles of Marketing

### Syllabus – Fall 2011

**Instructor:** Sheri A. Grotrian, MBA  
**Office Location:** TJM 245  
**Office Telephone:** (402) 872-2420  
**Office Hours:** Mon/Wed 9:30-11:00 am; 1:00-2:00 pm  
Tues available by appointment and online; Thurs 9:00-11:00 am  
Fri 10:00-11:00 am by appointment  
**Email Address:** sgrotrian@peru.edu  
**Course Meets:** Monday/Wednesday 8:00-9:15 am  
**Required Textbook:** Marketing, 2012 Edition, by Pride & Ferrell  
ISBN: 978-1-111-52619-1

#### Course Description & Objectives

Students learn the buying, selling, transporting, and storing functions involved in marketing, with an introduction to retailing, wholesaling, and marketing management.

#### Upon completion of this course you should be able to:

1. Understand marketing strategy and customer relations
2. Develop an appreciation for social responsibility and consumer behavior
3. Appreciate how marketing decisions are made
4. Understand product and distribution decisions.

#### Grading Policy

You will have the opportunity to earn a total of 565 points. Your final grade will be determined by the number of points you earn as noted below.

Homework Assignments	115 pts.
Class Initiative – Marketing Plan	75 pts.
Exams (6 exams)	300 pts.
Case Study/Presentation	50 pts.
Attendance/Participation	25 pts.
<b>Total Points</b>	<b>565 pts.</b>

**Homework Assignments:** Various assignments will be assigned during the course. Homework must be submitted as required; late assignments are NOT accepted.

**Class Initiative – Marketing Plan:** This is a semester-long project you will be working on individually (potentially in pairs, if approved). Periodically during class, I will check on your progress. More information will be announced in class.

**Exams:** There will be 6 exams over the course of the semester. These will include multiple forms of questions to assess your knowledge and understanding of the subject matter. The last exam will be a cumulative final.

**Case Study/Presentation:** A final project will be assigned that includes developing detailed responses to a Strategic Case Study. You will also make a brief presentation to the class. Additional details will be provided throughout the semester.

**Attendance/Participation:** It is the responsibility of the student to be present at each class and on time. It is also expected that you read the assigned materials prior to class sessions. Each unexcused class absence or tardiness to class results in a loss of 5 attendance/participation points. PLEASE NOTE: There are circumstances that may merit your being absent. (For example, scheduled PSC extracurricular events, hospitalization, death of a family member or friend, circumstances beyond your control are understandable). In order for the absences to be considered excused, you need to contact me by phone, email, or in person prior to the class session you are missing.

### **Academic Integrity Policy**

Unless directed otherwise, students are expected to do their own work on assignments and examinations. The College expects all students to conduct themselves in a manner that supports an honest assessment of student learning outcomes and the assignment of grades that appropriately reflect student performance. It is ultimately the student's responsibility to understand and comply with instructions regarding the completion of assignments, exams, and other academic activities. At a minimum, students should assume that at each assessment opportunity they are expected to do their own original academic work and/or clearly acknowledge in an appropriate fashion the intellectual work of others, when such contributions are allowed. Students helping others to circumvent honest assessments of learning outcomes, or who fail to report instances of academic dishonesty, are also subject to the sanctions defined in this policy.

Instances of academic dishonesty may be discovered in a variety of ways. Faculty members who assign written work ordinarily check citations for accuracy, run data base and online checks, and/or may simply recognize familiar passages that are not cited. They may observe students in the act of cheating or may become aware of instances of cheating from the statements of others. All persons who observe or otherwise know about instances of cheating are expected to report such instances to the proper instructor or Dean.

In order to promote academic integrity, the College subscribes to an electronic service to review papers for the appropriate citations and originality. Key elements of submitted papers are stored electronically in a limited access database and thus become a permanent part of the material to which future submissions are compared. Submission of an application and continued enrollment signifies your permission for this use of your written work.

Should an occurrence of academic misconduct occur, the faculty member may assign a failing grade for the assignment or a failing grade for the course. Each incident of academic misconduct should be reported to the Dean and the Vice President for Academic Affairs (VPAA). The VPAA may suspend students for two semesters found to be responsible for multiple instances of academic dishonesty. The reason for the suspension will be noted on the student's transcript.

A faculty member need present only basic evidence of academic dishonesty. There is no requirement for proof of intent. Students are responsible for understanding these tenets of academic honesty and integrity. Students may appeal penalties for academic dishonesty using the process established for grades appeals.

### **Student Assistance and Reasonable Accommodations – Title IX Compliance**

Students with special needs are encouraged to make them known to the instructor at the beginning of the course. In accordance with the law and the policies of the college, reasonable accommodations will be provided for students with documented disabilities. Students requesting reasonable accommodation and tutoring services should contact the Center for Achievement and Transition Services (CATS).

Peru State College is an equal opportunity institution. PSC does not discriminate against any student, employee or applicant on the basis of race, color, national origin, sex, disability, religion, or age in employment and education opportunities, including but not limited to admission decisions. The College has designated an individual to coordinate the College's nondiscrimination efforts to comply with regulations implementing Title VI, VII, IX, and Section 504. Inquiries regarding non-discrimination policies and practices may be directed to Eulanda Cade, Director of Human Resources, Title VI, VII, IX Compliance Coordinator, Peru State College, PO Box 10, Peru, NE 68421-0010, (402) 872-2230.

### **Incomplete Coursework Policy**

To designate a student's work in a course as incomplete at the end of a term, the instructor records the incomplete grade (I). Students may receive this grade only when serious illness, hardship, death in the immediate family, or military service during the semester in which they are registered prevents them from completing course requirements. In addition, to receive an incomplete, a student must have completed substantially all of the course's major requirements.

Unless extenuating circumstances dictate otherwise, students must initiate requests for an incomplete by filling out an Incomplete Grade Completion Contract, which requires the signature of the student, instructor, and Dean. The Incomplete Grade Completion contract cites the reason(s) for the incomplete and details the specific obligations the student must meet to change the incomplete to a letter grade. The date by which the student agrees to complete required work must appear in the contract. The Dean, the instructor, and the student receive signed copies of the Incomplete Grade Completion Contract.

Even if the student does not attend Peru State College, all incomplete course work must be finished by the end of the subsequent semester. Unless the appropriate Dean approves an extension and if the student does not fulfill contract obligations in the allotted time, the incomplete grade automatically becomes an F.

### **Course Decorum**

In order to foster a climate conducive to learning, please join me in treating your classmates with respect. It is expected that you will demonstrate your ability to interact with others in a mature, thoughtful, and respectful manner.

### **Modification of Course Syllabus and Course Schedule**

The instructor reserves the right to modify any part of this course syllabus and course schedule. Any such modifications will be communicated to students in advance of becoming effective.

## Tentative Course Schedule

<b>Class Date</b>	<b>Topic Covered in Class</b>	<b>Reading Assigned</b>	<b>Assignment</b>
August 22	Introduction to the Course	Read Ch 1	
August 24	Chapter 1	Read Ch 2	Company (Mrkt Plan)
August 29	Chapter 2	Read Ch 3	SWOT (Mrkt Plan); <i>Monsanto Case</i>
August 31	Chapter 3	Read Ch 4	Environment Analysis (Mrkt Plan)
September 5	No Class – Labor Day	Ch 4 (continued)	
September 7	Chapter 4 & Exam Review	Ch 1-4	Study for Exam 1
September 12	Exam 1	Read Ch 5	
September 14	Chapter 5	Read Ch 6	Research (Mrkt Plan); <i>Case 5.2</i>
September 19	Chapter 6	Read Ch 7	Target Market (Mrkt Plan)
September 21	--	Outside Assignment	<i>Marriott Case</i>
September 26	Chapter 7 & Exam Review	Ch 5-7	<i>App Questions 1 &amp; 2</i> ; Study for Exam 2
September 28	Exam 2	Read Ch 8	
October 3	Chapter 8	Read Ch 9	<i>Case 8.2</i>
October 5	Chapter 9	Read Ch 10	<i>Internet Exercise</i>
October 10	Chapter 10 & Exam Review	Ch 8-10	<i>Case 10.2</i> ; Study for Exam 3
October 12	--	Outside Assignment	<i>McDonalds Case</i>
October 17	No Class – Midterm Break	Ch 8-10 (continued)	
October 19	Exam 3	Read Ch 11	Media Strategy (Mrkt Plan)
October 24	Chapter 11	Read Ch 12	Product Mix (Mrkt Plan)
October 26	Chapter 12	Read Ch 13	<i>Application Question 2</i>
October 31	Chapter 13	Read Ch 14	<i>Application Question 1</i>
November 2	Chapter 14 & Review	Ch 11-14	<i>App Questions 1 &amp; 5</i> ; Study for Exam 4
November 7	Exam 4	Read Ch 15	
November 9	Chapter 15	Read Ch 16	Distribution (Mrkt Plan)
November 14	Chapter 16	Read Ch 17	<i>GameStop Case</i>
November 16	Chapter 17 & Review	Ch 15-17	Study for Exam 5
November 21	Exam 5	Read Ch 18 & 19	IMC (Mrkt Plan)
November 23	No Class – Thanksgiving Break	Ch 18 & 19 (continued)	
November 28	Chapters 18 & 19	Read Ch 20 & 21	<i>Case 18.2 OR 19.2</i>
November 30	Chapters 20 & 21	Ch 18-21	<i>Case 20.2 OR 21.2</i>
December 5	Presentations	Ch 18-21 (continued)	Finalize Mrkt Plan
December 7	Presentations		Study for Exam 6; Submit <i>Mrkt Plan</i>
December 14	Final Exam - Exam 6		Class meets 8:00-10:00 am

\*\*Please note: Attendance is required during all final student case presentations in order to receive your own case presentation points.\*\*

**BUS 328**  
**Final Case Study & Presentation Expectations/Grading Rubric**

<b>1) Clear &amp; Detailed Coverage of Case Study Background &amp; Questions/Responses</b>				
<b>High/Exceptional</b> 18 points	<b>Medium/Average</b> 12 points		<b>Low/Below Average</b> 6 points	
<b>2) Professional Delivery of Information – Verbal Communication/Time Requirement/Dress</b>				
<b>High/Exceptional</b> 9 points	<b>Medium/Average</b> 6 points		<b>Low/Below Average</b> 3 points	
<b>3) Professional Presentation of Information – PowerPoint or other Media</b>				
<b>High/Exceptional</b> 8 points	<b>Medium/Average</b> 5 points		<b>Low/Below Average</b> 2 points	
<b>4) Written Report – Professional/Sources Cited (ANY used)/Length Requirement</b>				
<b>High/Exceptional</b> 15 points	<b>Medium/Average</b> 10 points		<b>Low/Below Average</b> 5 points	
<b>Maximum Points Available = 50</b>				

- 1) All case study details need to be covered verbally in complete detail. This involves a detailed background of the organization/case, questions posed, and responses to these questions. Treat this as if you are a business consultant.
- 2) Work on presenting your information professionally. Your verbal communication should be polished, using appropriate eye contact, etc. You should have enough materials to meet the minimum time requirement which will be discussed in our class. For your dress on the day of presentation, business casual is the expectation (no athletic wear or jeans should be worn).
- 3) On the day of your presentation, PowerPoint or some other form of media should be utilized to aid in your presentation. Make sure you use PowerPoint effectively. Do not use full sentences; simply use key words/bullet points and as many real-life graphics as you can.
- 4) The written report should have a minimum of 3 double-spaced pages, using 12-point Times New Roman font with 1-inch margins. The report should be written professionally with correct spelling, grammar, and punctuation. You are encouraged to utilize your textbook as well as other outside sources to obtain information for your report. Cite sources if it is not your own knowledge! (use APA format)

\*\*You must be present for all presentations in order to earn your own presentation points.\*\*