



Peru State College
BUS 328 Principles of Marketing
Syllabus – Fall Term I – 2011

Instructor: Sheri Grotrian, MBA
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 and online
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Course Meets: Fall Term I Online

Required Textbook: Marketing, 2012 Edition, by Pride & Ferrell
ISBN: 978-1-111-52619-1

Required Software: Assignments should be submitted using Microsoft Word.

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.

Expectations & Instructional Approach

As an eight-week online (Internet) course, we will move very quickly through a lot of material.

Active participation and self-motivation are vital to the online learning experience. Consequently, I expect you to read the material and be prepared to partake in the online discussions, assignments, projects, and other relevant assessments. In order to foster a climate conducive to learning, please join me in treating your classmates with respect. I encourage students to ask questions, seek my help when they need it, and help their classmates understand the material.

Assessment and Grading

Read:

Read the assigned chapters from the textbook. You can also review chapter lecture notes/slide presentations that I provide. These are optional, but may help you to understand the material in each of the chapters.

Discussion Board:

Discuss your responses/answers to questions that are provided various weeks. You will post your original response on the Discussion Board. In addition, you are required to dialogue with a minimum of 1 peer each week. This dialogue should be substantive (not vague). Additional dialogue is encouraged, however, not required.

Weekly Assignments:

Individual weekly assignments are also required. Each assignment will be related to the applicable subject matter. All weekly assignments are due on Sundays at Midnight (CST). HOWEVER, Week 8 assignments are due by Midnight on that **Thursday**. This is discussed in more detail later within the course schedule.

Chapter Quizzes/Final Exam:

In addition to the weekly assignments, there will be chapter quizzes each week. These will assess your understanding and knowledge of the material covered within each chapter of the textbook. In addition, during Week 8 you will have a final exam.

Late Assignment Policy:

The due date associated with each assignment and examination is definitive and will not be waived or excused except in extraordinary circumstances. Assignments received late will receive zero (0) points unless there are extraordinary circumstances. It is therefore critical that you keep up with your reading and coursework. If you anticipate being unavailable for some portion of the term, you may complete your work ahead with prior approval.

Grading Scale

You will have the opportunity to earn a total of 525 points. Your final grade will be determined by the number of points you earn as noted below.

Discussion Board Assignments	90 pts.
Weekly Assignments	175 pts.
Chapter Quizzes	210 pts.
Cumulative Final	50 pts.
Total Points	525 pts.

The grading scale utilized for this course is as follows:

90-100%	A	70-74%	C
85-89%	B+	65-69%	D+
80-84%	B	60-64%	D
75-79%	C+	Below 60%	F

How to Submit Course Work

All weekly assignments are located in the “Assignments” tab of the course site. All discussion board answers and optional replies should be posted to the Discussion Board.

Your weekly individual assignments should be submitted to the instructor via the “View/Complete Assignment” link provided in the Assignments folder when reviewing each weekly assignment. They are to be attached as **Word documents**, not typed in the “comments” box. You can view your individual feedback using the grade book. Simply ‘click’ on the grade you would like to see comments for, and it will provide an “Instructor’s Comments” section. I may also attach files for you to view, specifically **highlighting** grammatical issues or typing my personal comments in **blue**. Grades will be posted by Wednesday after the applicable deadline (unless you are informed otherwise).

You must observe all due dates in order to be successful in this course. Since we are on a fast-paced eight-week schedule, it is critical that you keep up with your weekly readings and assignments. Please keep a copy of all of your course work, just in case there is a technical problem that requires you to re-submit an assignment or posting. **Weekly assignments, including discussion board questions, are expected to be written thoroughly, using paragraph form and complete sentences (along with proper grammar and punctuation).** Grading Rubrics are provided in the Course Information folder defining how assignments are graded (including content quality and written quality).

College’s 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.

College's Academic Integrity Policy

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.

COURSE NOTE: It is in your best interest to complete all of the assignments yourself as I will be using a variety of techniques to detect any assignments you may TAKE from someone else, the Internet, etc. If found, this will result in a ZERO for the course.

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.

Title IX Compliance Notice

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.

Students requesting reasonable accommodation and tutoring services should contact the Center for Achievement and Transition Services (CATS).

Announcements and Student Questions

I have created a special discussion board forum for announcements and student questions. It is the first one on the discussion board page, and it is titled: "Announcements and Student Questions." This is where I will post comments about the course materials and weekly assignments. My preference is that you post your questions to this forum so that all students see your questions and the answers I have provided. However, if you prefer to email me your question privately, you may do so and I will respond to you by private email. I will respond to all emailed and posted questions within 24 hours, unless I notify you that I will be without Internet access for an extended amount of time. Please print this syllabus so you can contact me in the event that Blackboard is down or you have computer problems.

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.

Check Your Acornmail Often!

Some of my correspondence with you may be via PSC Acornmail. You automatically have an account created for you—please check it often—daily would be a good habit to get into! I may send you individual and group/class notes or comments about your coursework and performance.

Tentative Course Schedule

<u>Week of</u>	<u>Topics</u>	<u>Assignment Due Dates</u>
Aug 22 – Aug 28 Chapters 1, 2	Overview of Strategic Marketing; Planning, Implementing, & Controlling Marketing Strategies	Week 1 Assignments Due August 28
Aug 29 – Sept 4 Chapters 3, 4	Marketing Environment; Social Responsibility & Ethics in Marketing	Week 2 Assignments Due September 4
Sept 5 – Sept 11 Chapters 5, 6, 7	Marketing, Research, & Information Systems; Target Markets; Consumer Buying Behavior	Week 3 Assignments Due September 11
Sept 12 – Sept 18 Chapters 8, 9, 10	Business Markets & Buying Behavior; Reaching Global Markets; E-Marketing, Digital Media & Social Networking	Week 4 Assignments Due September 18
Sept 19 – Sept 25 Chapters 11, 12, 13	Product Concepts; Developing & Managing Products; Services Marketing	Week 5 Assignments Due September 25
Sept 26 – Oct 2 Chapters 14, 15, 16	Branding & Packaging; Marketing Channels; Retailing, Direct Marketing & Wholesaling	Week 6 Assignments Due October 2
Oct 3 – Oct 9 Chapters 17, 18, 19	Integrated Marketing Communications; Advertising & Public Relations; Personal Selling & Sales Promotion	Week 7 Assignments Due October 9
Oct 10 – Oct 14 Chapters 20, 21	Pricing Concepts; Setting Prices Final Exam	*Week 8 Assignments Due October 13

** Because the term ends on Friday,
final assignments are due by THURSDAY, October 13 at Midnight...no exceptions!

10 points are available for the Main Discussion Board (weekly)...the following rubrics help to explain how the points are objectively distributed.

DISCUSSION BOARD RUBRIC – Main Post(s) – 7 points

All 5 Points Received	4 Points Received	2 Points Received	1 Point Received
Content Quality Discussion question answered correctly and thoroughly with in-depth details, and support from personal experience or from reference materials (such as the textbook).	Content Quality Discussion question correctly answered with only some supporting rationale provided.	Content Quality Discussion question correctly answered with very little supporting rationale provided.	Content Quality Discussion question responded to in a vague manner and/or incorrect with no supporting rationale.
All 2 Points Received	1 Point Received	0 Points Received	
Written Quality No errors, spelling and punctuation are excellent	Written Quality 1-2 errors in spelling, punctuation, & sentence structure	Written Quality 3 or more errors in writing	
Maximum Points = 7			

DISCUSSION BOARD RUBRIC – Reply Post(s) – 3 points

you are required to dialogue with at least 1 individual each week

2 Points Received	1 Point Received
Content Quality Response/dialogue is completed appropriately and content directly related to the discussion.	Content Quality Response made, but only “good job” is stated (or something similar).
1 Point Received	0 Points Received
Written Quality No errors in spelling, punctuation, & sentence structure	Written Quality 1 or more errors are made in spelling, punctuation, & sentence structure

** 0 out of 10 points will be received if no posts (main post or reply) are made.

20 points are available for the Case Studies in Weeks 1, 5, 6, 7 & 8...the following rubric helps to explain how the points are objectively distributed.

INDIVIDUAL CASE STUDIES – 20 points

15 Points Received	12 Points Received	8 Points Received	5 Points Received	2 Points Received
Content Quality All questions are answered thoroughly and correctly	Content Quality Most (3/4) questions are answered thoroughly and correctly	Content Quality Some (1/2) questions are answered thoroughly and correctly	Content Quality Few (1/4) questions are answered thoroughly and correctly	Content Quality No questions are answered thoroughly and correctly; all vague responses
5 Points Received	4 Points Received	3 Points Received	1 Point Received	0 Points Received
Written Quality No errors, spelling and punctuation are excellent	Written Quality 1-2 errors, minor errors in spelling, punctuation, & sentence structure	Written Quality 3-4 errors in spelling, punctuation, & sentence structure	Written Quality 5 errors, multiple errors in spelling, punctuation, & sentence structure	Written Quality More than 5 errors in writing
Maximum Points Available = 20				

** Maximum points are only awarded to assignments submitted ON TIME.

25 points are available for the Case Studies in Weeks 2, 3 & 4...the following rubric helps to explain how the points are objectively distributed.

INDIVIDUAL CASE STUDIES – 25 points

20 Points Received	16 Points Received	12 Points Received	9 Points Received	5 Points Received
Content Quality All questions are answered thoroughly and correctly	Content Quality Most (3/4) questions are answered thoroughly and correctly	Content Quality Some (1/2) questions are answered thoroughly and correctly	Content Quality Few (1/4) questions are answered thoroughly and correctly	Content Quality No questions are answered thoroughly and correctly; all vague responses
5 Points Received	4 Points Received	3 Points Received	1 Point Received	0 Points Received
Written Quality No errors, spelling and punctuation are excellent	Written Quality 1-2 errors, minor errors in spelling, punctuation, & sentence structure	Written Quality 3-4 errors in spelling, punctuation, & sentence structure	Written Quality 5 errors, multiple errors in spelling, punctuation, & sentence structure	Written Quality More than 5 errors in writing
Maximum Points Available = 25				

** Maximum points are only awarded to assignments submitted ON TIME.