



## Marketing

BSAD394 [all sections]

Southwestern College Professional Studies

### COURSE SYLLABUS

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#### I. Course Catalog Description

Marketing strategies, methods, and practice are experiencing rapid transformation due to the emergence of disruptive technologies and changes in consumer demand. Marketing theories, strategies, ethics, and legal requirements are examined. Learners will also study current and emerging trends in pricing, promotion, distribution, planning, and the product delivery cycle. The impact of these factors on the marketing of different products and services are assessed. *Prerequisite: HUM 201 - Ethics. Prior study of professional communication recommended.*

#### II. Required and Supplementary Instructional Materials

Pride, W. M., & Ferrell, O. C. (2014). *Marketing* (2014 ed.). Mason, OH: South-Western, Cengage Learning.

#### III. Course Delivery

There are two forms of course delivery Ground and Online:

Ground courses, or those that meet face-to-face on a weekly basis, also have an online component, which means some of the course content is delivered online. Southwestern College utilizes the Blackboard (Bb) learning management system.

Online courses typically contain a blend of synchronous (real-time) and asynchronous (not real-time) material. Depending on the course, you may be required at times to interact “live,” which might mean attending a scheduled Collaborate session. You may also be required to view or listen to a lecture or other video on a specific date and time. Of course, if there are circumstances that prohibit you from logging in to a scheduled synchronous activity, an alternate assignment will be provided. Please refer to the [Course at a Glance](#) section which will note any synchronous activities.

#### IV. Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each [undergraduate](#) and [graduate](#) program of study, as well as [institution-wide outcomes](#) related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate’s knowledge and skills.

Upon successfully completing this course, the learner will be able to:

1. Justify the essential role of marketing in the formulation of comprehensive strategies for profit and not-for-profit oriented organizations.
2. Explain the basic concepts, techniques, and technologies used in market analysis and development, and in making domestic and global marketing decisions based on that analysis.
3. Defend ethical marketing practice in a domestic and global context.
4. Apply marketing concepts, techniques, and technologies to evaluate the market potential and success of products, services, and associated marketing strategies.
5. Develop a marketing strategy and plan for a specific product or service.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus,

complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

## V. Expectations

Learners can expect the instructor to:

- Respond to e-mail and phone contact attempts promptly (if you do not receive a response after 48 hours please follow-up as a technology glitch may have occurred)
- Substantially participate in weekly discussions/lecture
- Employ impartial and consistent grading practices
- Provide assignment grades and feedback in one week or less

Instructors can expect the learner to:

- Review the syllabus in its entirety requesting clarification prior to beginning week 1 coursework
- Obtain access to the required course materials prior to the class start date or notify the instructor of any delay no later than Tuesday of week 1 of the course
- Submit course assignment questions with enough notice to receive and incorporate feedback prior to the assignment due date (see [course late policy](#))
- Possess basic skills in Microsoft Office, and have the ability to access Blackboard
- Include the [course ID](#) (Ex: CORE101) on all e-mail correspondence
- Check Blackboard course announcements often during the course
- Communicate with instructors and classmates in a professional and respectful manner
- Substantially participate in weekly discussion/lecture (it is strongly suggested that Bb posts be prepared in a word processing software application then checked for grammar errors prior to submission)
- Submit assignments via the appropriate avenue (e.g. discussion board, Bb assignment link, etc.)
- Adhere to the Southwestern College [Student Code of Conduct](#) and [Standards of Academic Integrity](#)
- Create and submit original work

## VI. Grading Scale and Criteria

| <u>Grade</u> | <u>Quality Points</u> | <u>Course Scale</u> |
|--------------|-----------------------|---------------------|
| A+           | 4.00                  | 100%                |
| A            | 4.00                  | 94.0-99.9%          |
| A-           | 3.67                  | 90.0-93.9%          |
| B+           | 3.33                  | 87.0-89.9%          |
| B            | 3.00                  | 84.0-86.9%          |
| B-           | 2.67                  | 80.0-83.9%          |
| C+           | 2.33                  | 77.0-79.9%          |
| C            | 2.00                  | 74.0-76.9%          |
| C-           | 1.67                  | 70.0-73.9%          |
| D+           | 1.33                  | 67.0-69.9%          |
| D            | 1.00                  | 64.0-66.9%          |
| D-           | 0.67                  | 60.0-63.9%          |
| F            | 0.00                  | < 60.0%             |

| <u>Grade:</u>       | <u>Criteria and Guidelines:</u>   |
|---------------------|---|
| A+                  | The grade of A+ is reserved for a perfect score (100%) of all work in a course.   |
| A                   | Superior work:<br>Superior performance that far exceeds the minimum expectations and demonstrates an excellent understanding of the concepts addressed in the course.   |
| B                   | Above average work:<br>Good performance that exceeds the minimum expectations and demonstrates a higher than average understanding of the concepts addressed in the course.   |
| C                   | Average Work:<br>Adequate performance that meets the minimal expectations and demonstrates a basic understanding of the concepts addressed in the course.   |
| D                   | Minimally acceptable work for receiving credit:<br>Below average performance that does not meet the minimum expectations and/or does not demonstrate a basic understanding of the concepts addressed in the course. |
| F                   | Failure:<br>Unacceptable performance (in a professional context, this means “you’re fired.”)  |
| WF                  | Withdraw/Fail:<br>A final grade of WF will be recorded for learners who either never access/attend or submit any assignments for courses.   |
| WD, AW, I, S, W, WM | Please refer to the <a href="#">Grading System</a> section of the appropriate catalog.  |

## VII. College Policies

Students are expected to read and abide by the college policies as listed in the appropriate catalog:

- [Undergraduate Catalog](#): For learners who do not possess a bachelor’s degree, are pursuing an additional bachelor’s degree or for graduate learners who are enrolled in 100-400 level courses.
- [Graduate Catalog](#): For learners who have earned a bachelor’s degree and are pursuing a master’s degree or graduate level certificate or learners who are enrolled in 500+ level courses.

[Non-Discrimination Policy](#)

[Student Code of Conduct](#)

[Academic Integrity Policy](#)

[Policies for Dealing with Violations of Academic Integrity](#)

[Incomplete Policy](#)

[Withdraw Policy](#)

## VIII. Course Policies

Students are expected to read and abide by the course policies found in the instructor-specific syllabus located in the Blackboard course.

## IX. [Technology Requirements](#)

### X. Citation

Check the Academic Resources link in the course menu of your Blackboard course to find the specific requirements and resources for formatting manuscripts and documenting various kinds of sources when submitting written work.

### XI. SafeAssign®

This instructor may use SafeAssign®, which is a system that allows for checking the originality of writing and proper citing. Your assignments may be run through this software.

## XII. Course Requirements:

| Requirements                             | Number of Assignments | Points Possible | Percent of Grade |
|--|-----------------------|-----------------|------------------|
| Discussion Boards                        | 7                     | 210             | 21               |
| Learning Labs                            | 4                     | 40              | 4                |
| Case Studies                             | 1                     | 50              | 5                |
| Written Assignments                      | 2                     | 200             | 20               |
| Group Case Study Analysis & Presentation | 1                     | 150             | 15               |
| Chapter Presentation                     | 1                     | 100             | 10               |
| Final Project                            | 1                     | 250             | 25               |
| <b>Total Points</b>                      |                       | <b>1000</b>     | <b>100</b>       |

### XIII. Course at a Glance:

| Unit | Reading & Preparation Activities   | Graded Work Due   |
|------|--|---|
| 1    | <ul style="list-style-type: none"> <li>Read Chapters 1-4 and 7 in the textbook.</li> <li>Review the PowerPoints for Chapters 1-4 and Chapter 7</li> <li>Watch Marketing: A New Look at the 4Ps of Marketing</li> <li>Watch Ben &amp; Jerry's: Our Values</li> <li>Review Soaked in Success: Behind the Marketing Strategy of the Ice Bucket Challenge for ALS</li> <li>Review Analyze Your Career with a Personal SWOT</li> </ul>  | <ul style="list-style-type: none"> <li>Unit 1 Discussion</li> <li>Unit 1 Learning Lab</li> <li>Unit 1 Written Assignment</li> </ul>                                 |
| 2    | <ul style="list-style-type: none"> <li>Read your assigned chapter (instructor will assign chapters to learners)</li> <li>Review PowerPoints for Chapters 5-6, 11, 12 &amp; 14</li> <li>Read How Target Figured Out a Teen Girl was Pregnant Before Her Father Did</li> <li>Watch Failed Tropicana Package Design</li> <li>Review 8 Tips for an Awesome PowerPoint Presentation</li> <li>Review 5 Principles for Making PowerPoint Slides with Impact</li> <li>Download Office Mix (free add-on for PowerPoint to add narration)</li> </ul> | <ul style="list-style-type: none"> <li>Unit 2 Discussion</li> <li>Unit 2 Case Study</li> <li>Chapter Presentation</li> </ul>  |
| 3    | <ul style="list-style-type: none"> <li>Read Chapters 8-9 &amp; 13 in the textbook</li> <li>Review the PowerPoints for Chapters 8-9 &amp; 13</li> <li>Watch the Will It Blend? video</li> </ul>   | <ul style="list-style-type: none"> <li>Unit 3 Discussion</li> <li>Unit 3 Learning Lab</li> <li>Unit 3 Written Assignment</li> </ul>                                 |
| 4    | <ul style="list-style-type: none"> <li>Read Chapters 15-16, 20-21 in the textbook</li> <li>Review the PowerPoints for chapters 15-16, 20-21</li> <li>Listen to the <a href="#">Panera Bread</a> story</li> <li>Read the Group Case Study assignment and choices and begin working with your group</li> </ul>   | <ul style="list-style-type: none"> <li>Unit 4.1 Discussion</li> <li>Unit 4.2 Discussion</li> <li>Unit 4 Learning Lab</li> <li>Group Case Study selection</li> </ul> |

| Unit | Reading & Preparation Activities   | Graded Work Due   |
|------|--|---|
| 5    | <ul style="list-style-type: none"> <li>• Read Chapters 10 and 17-19 in the textbook</li> <li>• Review the PowerPoints for Chapters 10 and 17-19</li> <li>• View the Guerilla Marketing -- The Coca Cola Friendship Machine, Guerilla Marketing -- Coca-Cola Happiness Machine, and Social Media 2013 videos</li> <li>• Read the Myth of 5,000 Ads and Marketing: How Many Advertising Messages Do We See in a Day? articles</li> </ul> | <ul style="list-style-type: none"> <li>• Unit 5 Discussion</li> <li>• Unit 5 Learning Lab</li> <li>• Group Case Study PowerPoint Presentation</li> <li>• Group Case Study Assignment</li> </ul> |
| 6    | <ul style="list-style-type: none"> <li>• View the 5th P video</li> <li>• Review Market Segmentation Examples for Retailers</li> <li>• Review The Business Plan: Section 5 The Marketing Plan</li> <li>• Read the Final Project Instructions</li> <li>• Review Chapter 1 and any applicable chapters needed to assist you with your Marketing Plan and Presentation (Final Project)</li> </ul>  | <ul style="list-style-type: none"> <li>• Unit 6.1 Discussion</li> <li>• Unit 6.2 Discussion</li> <li>• Final Project Presentation</li> </ul>  |

#### XIV. College Resources

[Advising](#)

[Self-Service](#)

[Withdraw Form](#)

[Blackboard Learn](#)

[SCPS Bookstore](#)

[Deets Library](#)

[Online Writing Center](#): View this brief [video tutorial](#) that explains how to enroll in Blackboard

**IT Support:** [Marilyn.clements@sckans.edu](mailto:Marilyn.clements@sckans.edu) or 888-684-5335 x.121

#### XV. ADA Compliance Statement

Students in this course who have a disability preventing them from fully demonstrating their academic abilities should contact Steve Kramer, Disability Services Coordinator. This will begin the disability verification process and allow discussion of accommodations. He can be reached at (620) 229-6307 or (toll free) at 1-800-846-1543, or by email at [steve.kramer@sckans.edu](mailto:steve.kramer@sckans.edu). The web page for Disability Services can be found here: <http://www.sckans.edu/student-services/1st-class/sc-access/>.

#### XVI. Senior Capstone and Graduate Projects:

The majority of the programs offered by Southwestern College Professional Studies conclude with a Senior Capstone or Graduate Project. During the Capstone or Project course students will be required to retrieve papers, assignments and projects that they created during their entire program of study. For this reason it is imperative that students design a method of storing program course work for use during their final class at Southwestern College Professional Studies.