

<p style="text-align: center;"><b>COURSE SYLLABUS</b> <b>Bus 464: Marketing Projects</b> <b>Fall 2015</b></p>
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Meeting time and Location      Monday/Wednesday 12:10pm – 2:00pm...Room 306

**Professor:** Dr. Jeff Hess  
e-mail: [jhess@calpoly.edu](mailto:jhess@calpoly.edu)\*\*  
Course Web site: Accessible via Blackboard at <https://my.calpoly.edu>  
Office: Business Building #3 Room 413  
Phone/Fax: 756-5741  
Office Hours: Tuesday 3:00-5:00

**Course Materials:**

- TBD As defined by the project

**Overview of the Course:**

The marketing curriculum is designed to prepare you to be able to provide marketing decision-making information, in part, by designing, executing and presenting the critical findings of data driven projects. Business 464 is designed to transform the information you've learned in the academic classroom into real world skills and experience, through the interaction with a real client. While it will be important to apply the tools you've learned, it is also important that you learn to work in a team environment when there's more on the line than merely someone's grade. Your professor has been designing and executing these kinds of projects for clients of all shapes and sizes for over 20 years and will guide you through the process through semi-weekly debriefings. However, keep in mind that, ultimately, this is your chance to begin the transformation from student to marketer, with all attendant individual responsibilities and professionalism.

**Course Learning Objectives**

- Identify key business issues based on company objectives and client needs
- Formulate an integrated marketing plan to address client needs
- Execute strategic plan using appropriate marketing tactics
- Apply skills learned during marketing curriculum to real business problem
- Learn to communicate with key marketing decision makers via initial and ongoing assessment of issues and delivery of marketing recommendations
- Demonstrate effective written communication skills
- Demonstrate effective oral communication skills
- Demonstrate effective participation in teams

If you want to enjoy this class and learn a lot through the experience, I ask two things of you:

1. Complete the activities required outside of class diligently and thoroughly.
2. Come to either class or group meetings...ON TIME...prepared and with a positive attitude.

**Point Allocation for Course Activities:**

<i>Semi-Weekly Debriefings</i>	20%
<i>Quality of the Final Project</i>	35%
<i>Participation</i>	45%
<b>TOTAL</b>	<b>100%</b>

**Grading Scale:**

<u>% Correct</u>	<u>Grade</u>	<u>% Correct</u>	<u>Grade</u>
93% and above	A	73 – 77.9%	C
90 – 92.9%	A-	70 – 72.9%	C-
88 – 89.9%	B+	68 – 69.9%	D+
83 – 87.9%	B	63 – 67.9%	D
80 – 82.9%	B-	60 – 62.9%	D-
78 – 79.9%	C+	59% and below	F

**Activity Details:****Semi-Weekly Debriefings**

I will define whether these debriefings will be verbal or written, but the goals of each debriefing will be the same:

- Ensure that the project is on track
- Answer any questions (either directed at me or the client)
- Deal with any group interaction issues before they effect the outcome of the project
- Keep me apprised of your progress and the status of individual as well as group deliverables

**Four Phase Project**

The project and accompanying deliverables will be structured into four phases:

- Phase I: Situation Analysis – This will be a formal document that identifies the critical issues in the project and situational as well as practical constraints and environmental forces that will delimit and define the key questions to be answered.
- Phase II: Project Plan – This is what it sounds like; a plan of attack that addresses individual roles and responsibilities as well as deliverables and meeting timelines.
- Phase III: Project Draft: This is your report to me. View the project draft as your chance to impress me with the work you’ve done as well as gain valuable insight for the final deliverable to the client.
- Phase IV: Final Client Report and Presentation

**Client Meetings**

At a minimum, you will meet with the client to kick-off the project, to present the final report to the client and to meet with them at least once during the quarter. I have screened the client for their willingness to engage you, so I would expect them to be available for additional meetings as needed – depending on their busy schedules, of course.

**Participation**

Your participation grade will be based on a peer evaluation form that evaluates your contribution to the quality of the project and to student learning...and on my own evaluation of your participation according to the following:

- *Category 1 (exceptional):* Significant, **proactive**, and positive contribution to learning. Took ownership of the project, and was reliable and available. Made a significant independent contribution to the overall quality of the project .90-100.
- *Category 2 (acceptable):* Positive contribution to learning. Was available for group meetings and volunteered to perform critical tasks. Was reliable and easy to work with. Completed high quality deliverables that contributed to the overall quality of the group project 80-90.
- *Category 3 (below standards):* Was inconsistent in their performance. Not readily available for meetings and not always active participating in advancing the project forward. May have missed several classes. Is occasionally unprepared to contribute. May also contribute negatively to the learning environment by being disrespectful, uncooperative, disruptive, antagonistic, or unprofessional in some other manner. 79 and Below.