

Cal Poly – Orfalea College of Business
Marketing Area
Principles of Marketing (BUS 346)
Fall 2015 Course Syllabus

INSTRUCTOR:

- Professor Matthew Roberts, 805-756-5453, email, mjrobert@calpoly.edu with subject “BUS-346”
Office hours: MW 8-8:30 pm after class or by appointment, 58-107c

REQUIRED MATERIALS:

- *M-marketing* (Grewal/Levy, ISBN 978-0077861025) – this is a fresh textbook developed jointly by students and faculty. It is shorter and less expensive - but high-quality! A used version of M-marketing 4th edition is fine; editions 1-3 are not. The version with CONNECT is NOT necessary.

ADDITIONAL RESOURCES:

- On PolyLearn:
 - Assignments and rubrics
 - Discussion forums
 - Grades
 - Lecture notes
 - Team pages
 - Submission links
- OCOB Writing Handbook: <http://www.cob.calpoly.edu/handbook>
- Library Guide - Marketing: http://libguides.calpoly.edu/business_top10

COURSE DESCRIPTION: Marketing is the revenue-generation part of business. It may not be your major, but without marketing to generate revenue, your business would not last long! Marketing’s fundamental concepts permeate virtually all areas of business and, on a personal level, can help you navigate your career. BUS 346 is the core marketing course in the business school. The course aims are to train you in the “language of marketing” and to help you understand its philosophies, decision-areas, tactics, and strategies. To facilitate this goal, we will frequently put on the hat of a chief marketing officer or marketing manager and unpack ideas in the context of complex organizations striving to compete in a dynamic global environment. As we go, we will consider how marketers can help organizations succeed (or fail miserably), reflect on marketing’s role in society, and explore the implications of marketing for your future career.

CATALOG DESCRIPTION: Builds understanding of the marketing process: identifying target markets; developing and launching products or services; and managing pricing, promotion, and distribution strategies. 4 lectures.

PREREQUISITES: Prerequisite: A grade of C- or better, or consent of instructor, in the following:

- For Business Administration and Economics majors, ECON 222 and BUS 207
- For Industrial Technology majors, ECON 201
- For Recreation Administration majors, either RPTA 210 or RPTA 260
- For all other majors, either ECON 201 or ECON 222

COURSE OBJECTIVES:

Students will be able to:

- LO1: Understand marketing concepts, learn the language of marketing, and use it to (a) describe customers, (b) understand markets, and (c) make marketing mix decisions
- LO2: Demonstrate critical thinking, creativity, and innovation in developing solutions to common marketing challenges
- LO3: Present and defend marketing recommendations, using marketing terminology
- LO4: Demonstrate effective written communication skills (BSBA LO 4.1)
- LO5: Demonstrate effective participation in teams (BSBA LO 4.3)

TEACHING PHILOSOPHY: The instructors' role is not to "teach" you but rather to help you learn. With this course, our goal is to provide you with ample opportunity to discover how businesses market to final consumers and organizations. Lectures, readings, presentations, mentors, guest speakers, activities, assignments, workshops, quizzes, and exams are all meant to guide you toward active exploration and analysis of the principles of marketing. We are here to focus your learning, clarify concepts, and augment material. View me as a resource—I encourage you to **meet during office hours** with comments and questions or concerns **or use class discussion board** for questions. Also, please feel free to offer suggestions which may assist you and others in the learning process.

YOUR RESPONSIBILITIES: Your first responsibility is to attend class faithfully, having read the assigned material. There will be required activities for which there is no obvious reward (grade) – or for which the allotted points do not seem like a proportionate percentage. That is because your second responsibility is to learn, which will require your active participation. It is our hope that the intrinsic value of your learning experience and the knowledge you acquire about the business world around you, which is relevant to your future careers, will be reward enough. Your third responsibility is to treat the class with professionalism and respect, meaning you show up on time, turn off all devices (tablets, smart phones, mobile devices, laptops, etc.) and consistently offer questions, examples, and challenging ideas. Also, prepare in advance for your exams and project deadlines. Your fourth responsibility is to communicate issues in a timely manner; for example, if you wish to challenge a grade or missing assignment, you must do so within a week after it has been posted. Finally, you are responsible to tell me if you think this class needs adjustment; don't sit and stew about an issue, please come see me. Specifically:

- Students are expected to attend every class and responsibly participate in class and team meetings.
- **"25-35"**—College students are expected to study two hours per unit per week outside of class. For this class, your study time will consist mainly of reading material, preparing assignments, team meetings, and test preparation. Tasks you are expected to complete outside of class time are listed on the syllabus and course schedule.
- Bring your **"nameplate"** with you to class so that I and others may easily learn your name.
- It is important that you **arrive on time** and **do not leave early**, as late entrances and early exits are disruptive and inappropriate. If you happen to arrive late and a presentation is in progress, **wait until the presentation ends** to come into the classroom.
- Please turn off or set on **inaudible** and put away all electronic devices.
- If you have a **verifiable** university-sanctioned reason for missing class, such as illness, death, field trip, military obligation, or religious holiday, please speak with me in advance or as soon as possible. Otherwise, **I do not accept late or make-up work**.
- All communications (verbal and written) are forms of professional business communication. Please **edit** your work including e-mail correspondence. I will communicate with you through your Cal Poly email address and PolyLearn. Make sure email to me has "BUS 346" at the start of the subject line.

MY RESPONSIBILITIES: My first responsibility is to lead us in the learning process. This means I will create a strategy for us to interact with the material and each other in a way that helps us best achieve our objectives. This strategy will involve a mixture of activities occurring within and outside of class, including assignments, activities, projects, dialogue, and lecture. Throughout the class, I will do my best to strike a good balance between giving you a lot of space to exercise your creativity versus laying out specific instructions on how you should accomplish a given task. My second responsibility is to continually gauge how well the class is learning and listen well to your feedback. In doing so, I will treat you as I would an employee - with respect but with an eye toward accomplishing our objectives. Finally, I will work to ensure you are treated equitably relative to others in this class and the other principles classes. I will do my best to meet all these responsibilities, and encourage you to let me know how I'm doing.

ACADEMIC INTEGRITY: Cal Poly will not tolerate academic cheating or plagiarism in any form. Learning to think and work independently is part of the educational process. Allowing another individual to complete assignments constitutes fraud and academic dishonesty. Finding material from internet or other sources and presenting it as original is also dishonest. All forms of academic dishonesty, including cheating, plagiarism, and falsification of academic records are subject to disciplinary action. All work submitted for this class must be originally prepared for this class; work submitted for a previous course is unacceptable. Per university policy, any student found violating this policy will be dropped from the course or receive a grade of "F."

STUDENTS WITH SPECIAL NEEDS: If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor(s) and the Disability Resource Center (DRC), Building 124, Room 119, (805)756-1395 or email drc@calpoly.edu as early as possible in the quarter.

STUDENT PRIVACY (FERPA): If you have chosen to protect your Directory Information (which includes name and email), it is important you communicate this to your instructor(s) prior to or on the first day of class. This course uses PolyLearn tools that will display students' full names and email addresses.

TEAMS: Each student will be assigned to a team during the FIRST WEEK OF CLASS. Although drops and adds may require some teams to be adjusted, the teams will remain together for the remainder of the quarter. Working in a team can be both difficult and rewarding. It is oftentimes difficult to manage the various personalities and equitably distribute the work. Developing the necessary skills to work productively with a team, however, can be quite rewarding. If there are team problems, **consult with me** as soon as you realize your team is at an impasse. I can only assist you if I know you are having difficulty.

TEAM CONTRACTS AND SURVEYS: Each team will develop a contract addressing that team's expectations and goals, team member roles, team diversity, and ground rules. Twice during the quarter, you will submit a Team Contract Survey evaluating yourself and your teammates. Grades may be adjusted based on feedback from these surveys, mentors, and instructor(s).

TEXT: You are expected to read each chapter **prior** to our discussing it in class. Be prepared to *ask* and *answer* questions about the text on the scheduled date. We will **NOT** discuss in class all of the reading that you will be responsible for knowing. Quizzes, midterm exam, and the final exam will be based upon material from the text.

LEARNING ACTIVITIES: Throughout the quarter, many in- and out-of-class learning activities are assigned. Some will be collected; some will not. Some are individual activities; some are team activities. You are responsible for preparing each activity regardless of whether it is collected. Activities completed

outside of class must be typed and submitted via PolyLearn, depending on instructions. For both in- and out-of-class team activities, please include your team number and member names. Although ***no make-ups will be given***, the lowest score will be dropped.

PARTICIPATION:

Based on your intellectual and physical participation in class and with your team. Participation points are generally distributed in the same percentages as the final exam grade distribution (example - if Final has 15% = A and 50% = B then Participation would typically be distributed similarly). Any student who has been absent from 25% or more of the class meetings (six or more unexcused absences) will receive an automatic F in the course.

MARKETING PLAN PROJECT: Each team will develop a marketing plan for a new venture launching a **new-to-the-world consumer product** (physical good or service). Details, due dates, and rubrics will be provided on additional handouts and posted in PolyLearn.

QUIZZES: Keeping up with the reading is critical to your learning and the overall class experience. Rich in-class discussion is emphasized in class and having everyone reading facilitates this goal tremendously. The book we've adopted is very student-friendly and chapters run about 20 pages versus the usual textbook's 40 page chapters! To encourage and reward you to read before each class, there will be an online, open-book quiz posted at least 24 hours before class. Quizzes are timed so that you fully read before taking the quiz and not just search for answers. You have one half hour and one attempt for each quiz. Your best 15 scores count. **Make-up quizzes will not be offered**, even in cases of university-excused absences (they can be completed remotely). Each quiz is worth **10** points.

MIDTERM EXAM: Your midterm exam will be given on Week 6, Day 1 (see course schedule on PolyLearn). Bring a SCANTRON answer sheet to the exam. ***No make-ups will be given.***

FINAL EXAM: The **Common Final** will be on **Wednesday, 12/9 from 7:10 to 10 pm**. The **Common Final** replaces the normal Friday final exam scheduled for this class. Bring a SCANTRON answer sheet to the exam. ***No make-ups will be given.***

COURSE GRADE: Your grade is based on a group project, a midterm exam, a comprehensive final exam, quizzes, class assignments and participation. Please note that, although unlikely, this is subject to change with advance notice. Extra-credit opportunities are not available other than the Marketing Challenge.

COURSE COMPONENTS

Component	Description	Max. Points
Quizzes	Best 15 Scores	150
Midterm	Exam Chapters 1,2,4,5,6,7,10,12,15,& 16	100
Final Exam	Comprehensive Exam	200
Marketing Plan	Group Report	250
	Group Presentation	100
	Individual and Group (Mixed)	50
Activities	Individual	50
Participation		
Total possible		900

GRADE SCALE:

Note: Your instructor does not give out grades; rather, your instructor records them based on performance against the courses' standards. Therefore, grades are not negotiable but based on points accumulated throughout the quarter. There are a total of 900 points possible. Use the following to determine how accumulated total points translate to letter grades for the course:

A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; F = 0-59%

Pluses will be given for "7s, 8s, and 9s"; minuses will be given for "0s, 1s, and 2s."

Grades will be adjusted based upon team member feedback and instructor observations.

GRADING POLICIES

Final grades. No grade changes will occur after they are submitted except calculation errors.

How Performance is evaluated. Outside of quizzes/exams, your individual and project group's performance will be evaluated using a simple five point rubric. This scale is commonly used in major corporations as well as in leading business schools:

Superior = 90-100% impeccable quality and effort

Good = 80-89% high quality, little room for improvement

Acceptable = 70-79% average quality, completed all required elements

Poor = 60-69% less than average, few key areas of weakness

Failing = 0-59% unacceptable quality and effort, not completed or submitted

Acceptable (70-79%). What this means is that *just* doing what is asked in an assignment is acceptable. This is similar to the business world, where *just* doing what you are told to do in your job description or on a project does not lead to career progression, promotions, and the like. Successful marketers go beyond *just* satisfying their clients to *delight* them. The purpose for us is to maintain a high standard, aim for excellence, and ultimately enhance the rigor and reputation of marketing at the Orfalea College of Business.

We will make every effort to ensure the requirements/expectations of a given assignment are clearly stated in the assignment instructions and will be happy to clarify if necessary. Still, the idea is not to flesh out every nuance of an assignment for you; rather, reasonable space is given for you and your group to take creative risks! Successful marketers think smart and creatively about how to present themselves. Bottom-line: use creativity to identify ways of exceeding project requirements.

SEE POLY LEARN FOR COURSE SCHEDULE