

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

INSTRUCTORS:

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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>

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)

OUR TEACHING PHILOSOPHY: The instructors' roles are 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 us as a resource—we encourage you to **meet during office hours or e-mail** with comments, questions, or concerns. Also, please feel free to offer suggestions which may assist you 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 us if this class needs adjustment; don't sit and stew about an issue, please come see us. 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 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 a **"nameplate"** with you to class so that we and your classmates 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** all electronic devices.
- If you have a **verifiable** university-sanctioned reason for missing class, such as illness with a doctor's statement, serious illness or death of close relatives, active participation in official university events, religious holidays, or NCAA athletic competitions, please speak with your instructor in advance or as soon as possible. Otherwise, **we do not accept late or make-up work**.
- E-mail is a form of professional business communication, so please **edit** your e-mail correspondence. We will communicate with you through your Cal Poly email address.

OUR RESPONSIBILITIES: Our first responsibility is to enthusiastically lead us in the learning process. This means we 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, we will do our 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. Our second responsibility is to continually gauge how well the class is learning and listen well to your feedback. In doing so, we will treat you as we would an employee - with respect but with an eye toward accomplishing our objectives. Finally, we will work to ensure you are treated equitably relative to others in this class and the other principles classes. We will do our best to meet all these responsibilities, and we encourage you to let us know how we are 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 us** as soon as you realize your team is at an impasse. We can only assist you if we 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, the 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.

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 an additional handout.

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. It will be relatively short – but also ***timed*** so that you fully read before taking the quiz and not just search for answers. You can attempt the quiz five times and receive the best of your scores. **Make-up quizzes will not be offered, even in cases of university-excused absences (they can be completed remotely). Each quiz is worth five 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 UNLESS an excusable reason (illness with doctor's statement, serious illness or death of close relatives, active participation in official university events, religious holidays, or NCAA athletic competitions)***

FINAL EXAM: On Wednesday, December 9, from 7:10 to 10:00 p.m., your final exam will be administered. Please mark your schedule as ***no alternative exams will be given***. Bring a SCANTRON answer sheet to the exam. ***No make-ups will be given UNLESS an excusable reason (illness with doctor's statement, serious illness or death of close relatives, active participation in official university events, religious holidays, or NCAA athletic competitions)***

LEARN BY MARKETING RESEARCH (LBMR): Marketing professors conduct ongoing research to expand the frontiers of knowledge in the areas of marketing. LBMR brings researchers and student participants together. Students in BUS 346 will have opportunities to participate during the quarter. Fulfilling the requirement will involve participating in four studies during the quarter. Participation is voluntary and there will be alternatives to earning the points if you choose. Participating, however, enables you to learn about areas of interest. Plus, the studies are easy and many of them can be fun! Details of how to sign-up will be forthcoming. This area links closely to Chapter 10 in our text, which covers Marketing Research.

COURSE GRADE

Your grade is based on a group project, a midterm exam, a comprehensive final exam, daily quizzes and class assignments. Please note that, although unlikely, this is subject to change with advance notice. Extra-credit opportunities are available, as specified below.

<u>COURSE COMPONENT</u>	<u>POINTS</u>
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EXAMS

Midterm Exam	150
Comprehensive Final	300
Online Reading Quizzes (19 quizzes @ 5 points each)	95

TEAM PROJECT - MARKETING PLAN CHALLENGE

Draft Sections of Marketing Plan Challenge (8 @ 5 points each)	40
Marketing Plan Challenge – Final Write-up	200
Marketing Plan Challenge – Presentation	100
Marketing Plan Challenge – Team Participation (individual contribution)	50

PARTICIPATION

Learning Activities (10 at 5 points each; drop the lowest)	45
Learn by Marketing Research (4 studies at 5 points each)	<u>20</u>

TOTAL POINTS POSSIBLE WITH REQUIRED COURSE COMPONENTS	1000
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*Any student who has been absent from 25% or more of the class meetings (six or more unexcused absences from Day 1 or Day 2) will receive an automatic F in the course.

Extra Credit:

Group Points are pools of points each group accumulates through group activities in class throughout the quarter. The points are distributed evenly among group members at the end of the quarter. Max per person: +5.

Marketing Plan Presentation winners: first place +10, second place +5, third place +5 points to each group member.

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 1000 points possible. Use the following chart to determine how accumulated total points translate to letter grades for the course:

A	=	925+
A -	=	900 to 924.9
B+	=	875 to 899.9
B	=	825 to 874.9
B-	=	800 to 824.9
C+	=	775 to 799.9
C	=	725 to 774.9
C-	=	700 to 724.9
D+	=	675 to 699.9
D	=	625 to 674.9
D-	=	600 to 624.9
F	=	0 to 599.9

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 scale. 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. This is similar to the business world, where *just* doing what you are told to do in your job description 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