

**COURSE CODE: BUSN 160 Principles of Marketing
Fall 2024**

Course Information

Instructor:	Dan Goldsmith
Credits (Clock Hours):	4
Lecture Day(s)/Time:	Tuesday 8PM EST
Lecture Location:	#auditorium

Professor Contact Information

Professor Name:	Dan Goldsmith
Email Address:	dgoldsmith@faculty.campus.edu
Office Hours Days/Time:	After class each day
Office Hour Location:	#dansoffice
Schedule Office Hours Here:	By Campus DM

Teaching Assistant(s) Contact Information

TA(s) Name:	Miranda Elise (Miranda.B.Elise@gmail.com) Preeti Chemiti (pchemiti@gmail.com)
Office Hours Days/Time(s):	Preeti Chemiti; 5:30pm on Wednesdays (preceding the weekly discussion time)



Office Hour Location(s):	TA Offices
Schedule Office Hours Here:	By Campuswire DM or Email

Grade Breakdown

Quizzes:	12%
Final Exam:	18%
Homework:	25%
Projects:	20%
Participation:	15%
Attendance:	10%

Grading Standards

The comprehensive Campus-wide grading standard for final course grades can be found in the [Student Handbook](#).

Campus uses the following grade scale for final course grades:

A = 90 - 100%

B = 89 - 80%

C = 79 - 70%

D = 69 - 60%

F = Below 60%

Course Materials

Textbooks: All course materials and eTextbooks for the Campus Scholars are provided digitally at no cost.

Textbook Title and Edition: None

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Course Description

Marketing is a discipline of business that focuses on identifying and persuading a target group of people to take action.. Using a wide variety of tools and techniques, the successful marketer drives specific behaviors that create economic value for an enterprise. In this course, we will explore the entire marketing process from understanding the dynamics of a market, to crafting a winning strategy, and finally aligning tactical choices to drive the desired results. Importantly, we also look at marketing outside of the sales-transaction context to discover how the same tools can be applied to solve other business challenges, such as recruiting.



Course Outcomes

Outcome 1: Collect, analyze, and summarize key information about current market conditions, competitors, and potential customer segments.

Skills: Information Analysis

Outcome 2: Be able to create a viable target audience for a given situation by evaluating inherent trade-offs (eg. size vs. specificity)

Skills: Target Audience Identification

Outcome 3: Create a strong, differentiated brand or product positioning including an appropriate consideration set

Skills: Positioning Strategy Identification

Outcome 4: Understand how to develop first-party market research data using both quantitative and qualitative methods

Skills: Market Research

Outcome 5: Identify the essential purposes and elements of a successful brand and create a brand appropriate for a given situation

Skills: Brand Strategy Formulation

Outcome 6: Be able to make appropriate decisions in each of the key areas of product development (pricing, channel, design, and advertising) based on the unique parameters of a scenario

Skills: New Product Strategy Development

Outcome 7: Be able to create an appropriate visualization of the customer journey for various situations, measure conversion from step to step, and identify inflection points which might improve performance

Skills: Marketing Funnel Analysis

Outcome 8: Be able to make the business-case for a digital marketing program, including assessing performance against targets and calculating return on investment.

Skills: Marketing Performance Improvement

Outcome 9: Be able to identify appropriate promotional methods and content for a given situation that will reach and motive a specific target audience.

Skills: Promotional Campaign Design



Course Outline

Times and days in this syllabus including assignment due dates and times refer to Eastern Standard Time (EST or EDT). If you are not located in EST or EST, you must translate dates and times to your time zone.

As the quarter progresses, the following weekly outline is subject to revision. Changes will be reflected in this syllabus which will be stored in a pinned note on Campuswire.

1. The Dolan Marketing Framework

Week of 10/7	Course Outcomes:	Course Outcome #1: Information Analysis
	Discussion/Additional Instruction:	Charitable Giving Case Discussion, Due Sunday 11:59pm
	Readings & Tasks:	
	Assignments:	Assignment: Homework #1, Charitable Case Marketing Plan, Due Sunday 11:59pm

2. Market Research and Consumer Behavior

Week of 10/14	Course Outcomes:	Course Outcome #1: Information Analysis Course Outcome #4: Market Research
	Discussion/Additional Instruction:	Survey Questions Discussion, Due Sunday 11:59PM
	Readings & Tasks:	Robert Cialdini: Ethical Principles of Persuasion Buyer Personas Reading, Due Sunday 11:59PM
	Assignments:	Assignment: Homework #2: IDI Questions Due Sunday 11:59PM

3. Segmentation, Targeting and Positioning

Week of 10/21	Course Outcomes:	Course Outcome #2 Target Audience Identification Course Outcome #3 Positioning Strategy
	Discussion/Additional	Positioning Discussion, Due Sunday 11:59PM



	Instruction:	
	Readings & Tasks:	None
	Assignments:	Assignment: Homework #3 - Ideal Target, Due Sunday 11:59PM

4. Brands and Customer Journey

Week of 10/28	Course Outcomes:	Course Outcome #5 Brand Strategy Formulation
	Discussion/Additional Instruction:	Unit 1 Review
	Readings & Tasks:	Brand Premium Reading, Due Sunday 11:59PM
	Assignments:	Quiz 1, Marketing Strategy, Due Sunday 11:59

5. Product Design and Pricing

Week of 11/4	Course Outcomes:	Course Outcome #6 New Product Strategy
	Discussion/Additional Instruction:	What Makes A Great Product Discussion, Due Sunday 11:59 PM
	Readings & Tasks:	Inbound Marketing Reading, Due Sunday 11:59PM
	Assignments:	Homework #4 - Brand Premium, Due Sunday 11:59pm

6. Advertising and Promotion

Week of 11/11	Course Outcomes:	Course Outcome #5 Brand Strategy Formulation Course Outcome #9 Promotional Campaign Design
	Discussion/Additional Instruction:	
	Readings & Tasks:	How Marketing Funnels Work Reading, Due Sunday 11:59PM
	Assignments:	<ul style="list-style-type: none">- Submit Final Project Topic- Homework 5: Good and Bad Marketing

7. ROI Analysis and Unit 2 Review

Week of	Course Outcomes:	Course Outcome #1 Information Analysis Course Outcome #7 Marketing Funnel Analysis
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11/18	Discussion/Additional Instruction:	Unit 2 Review Discussion, Due Sunday 11:59PM
	Readings & Tasks:	
	Assignments:	Quiz 2: Marketing Tactics

8. Reputation Management and Social Media

Week of 11/25	Course Outcomes:	Course Outcome #8 Marketing Performance Improvement
	Discussion/Additional Instruction:	Customer Service Discussion, due Sunday 11:59pm
	Readings & Tasks:	When Unhappy Customers Strike Back On The Internet Reading, Due Sunday 11:59
	Assignments:	Homework #6 Building A Marketing Funnel, due Sunday 11:59pm

9. Digital Marketing

Week of 12/2	Course Outcomes:	Course Outcome #8 Marketing Performance Improvement Course Outcome #9 Promotional Campaign Design
	Discussion/Additional Instruction:	None
	Readings & Tasks:	None
	Assignments:	Final Project Due Sunday 11:59PM

10. Capstone Exercise

Week of 12/9	Course Outcomes:	Course Outcome #3 Positioning Strategy Course Outcome #5 Brand Strategy Course Outcome #6 New Product Strategy
	Discussion/Additional Instruction:	Final Exam Questions Discussion, due Sunday 11:59PM
	Readings & Tasks:	None
	Assignments:	Prepare for final

11. Finals Week



Week of 9/23	Course Outcomes:	N/A
	Final Assignment/Exams:	Final Exam

Attendance & Camera Policy

Synchronous classes allow for engaged discourse, peer-to-peer learning, and the development of a highly interactive and trusting learning community. Fostering dynamic learning environments would not be possible without live attendance. Collaborating with peers and engaging in meaningful discussions about challenging content is critical to student achievement, constructing knowledge, and the quality student's overall learning experience.

All Campus courses have a uniform attendance policy.

Active attendance, defined as being present in class with the camera on, is worth 10% of a student's grade in each course and class attendance is recorded every class session (lecture and TA discussion sections). Students who fail to attend, arrive late, or leave early will lose points for that class period. Students who do not have their camera on, and who do not have a camera policy exception, may be marked absent for that class period.

Students are expected to attend and participate in every live class meeting.

- Four credit (4) courses meet three times per week (2 lecture sessions, 1 discussion section)
- One and two credit (1-2) courses meet once per week (1 lecture session)

Students seeking an excused absence should first speak with their TA and/or instructor about the cause of their absence. Granting of an excused absence is at the discretion of the teaching team.

If regular unexcused absences occur, the student's Support Coach will schedule a mandatory meeting with the student to discuss the cause of unexcused absences and develop a plan to ensure the student attends live class meetings.



Refer to the [Student Handbook](#) for policies and procedures related to absences due to sudden conflict or emergency and excused absences.

Group Work

Each student however must submit their own, individual work and is responsible for understanding the material. Group work or collaboration is not permitted on homework, quizzes or exams.

Participation Grading

Participation (engaged learning) is absolutely essential to success in this course. Accordingly, it is a substantial component of your grade. Participation will be graded as follows:

Each week your TA will keep a log of your participation during which you can earn up to four points. Each point is awarded for meaningful participation during class periods.

“Meaningful participation” means making high-quality (relevant and non-obvious) comments and reactions in the chat, asking thoughtful questions in response to assignment feedback, engagement in breakout rooms, and actively participating in discussion in your sections.

Inappropriate, off-topic, or distracting comments, memes, etc. may cause you to lose points at your TA's discretion. To be clear, we're marketing people: we love a good meme or GIF. But it needs to be appropriate, relevant, and supportive of your fellow classmates.

Discussion posts will be graded complete/incomplete. If we see that you have put in a strong effort to answer the prompt you can earn full credit even if the answer is wrong. We do this to encourage you to be fearless in your answers, including taking risks when you are uncertain. Do your best, and the feedback you get will help you get better. That's what it's all about. Short, thoughtless, off-topic, or unoriginal answers will receive a grade of zero even if you submitted something. Submitting answers clearly written by AI is likely to receive a zero. We want YOUR best work, whatever that means for you - and then we'll work with you to level up your game.



Time Commitment

For Campus four-credit courses, student work completed per week, excluding finals week, should reasonably approximate a total of 4 hours of direct instruction and 8 hours out of class student work (120 hours per quarter).

Students will be in live class meetings for three hours per week (total of 30 hours per quarter) and one hour of online discussion or an additional instructional activity per week (total of 10 hours per quarter). Students are expected to complete 8 weekly hours (total of 80 hours per quarter) of out of class work.

Late Assignment Policy

Late assignments like homework and discussions may be submitted late and will be penalized 10 percentage points. (The max grade that you can earn becomes 90% - but that is MUCH better than a zero). Any homework or discussion may be resubmitted to improve your grade, with a maximum possible grade of 90%.

Quizzes may be submitted up to 7 days late for a 10% grade reduction. Beyond 7 days, they may not be accepted. Final exams and projects happen right at the end of the term and MUST be submitted on time. Late exams may not be graded. Quizzes, papers, and exams are not eligible for resubmission.

Final acceptance of any late or resubmitted assignments is at the discretion of the Instructor and Teaching Assistant.

Please Note: You are STRONGLY encouraged to submit text and/or PDFs to Campuswire for assignments instead of links. If you choose to submit a link that we cannot open, the assignment will either be treated as late, or it may not be accepted at all. It is the responsibility of each student to ensure that the teaching team has access to your submissions in a timely manner consistent with the policy above.

Where To Get Help



Support Coach: Each student's support coach is their primary point of contact throughout their entire experience at Campus. If a student has any questions regarding where to receive help, developing strategies for success, or problem-solving they should reach out to their support coach.

Technical Support: Campus' IT Specialist is available to support issues or questions students encounter with their laptop, mobile hotspot device, or Campuswire. Contact IT through the #IT-Support channel in Campuswire.

Tutoring Help: Campus offers live, 1:1 tutoring with Campus tutors. You can sign up for tutoring on your own schedule through the CampusLife group on Campuswire.

Mental Health Support: [TimelyCare](#) is here for you if you need virtual care support, 24/7/365. The following services are available to students at no cost:

- **TalkNow:** 24/7, on-demand emotional support to talk about anything, including anxiety, relationships, depression, and school-related stressors.
- **Scheduled Counseling:** Choose the day, time, and mental health provider that best works for you. (6 visits per year)
- **Self-Care Content:** Visit the Explore page within TimelyCare for guided self-care content including yoga and meditation sessions, as well as group conversations with our providers on a variety of health and well-being topics.
- **Basic Needs Support:** Access to low or reduced-cost community resources, including food and housing assistance, transit support, childcare, and finances.

Download the TimelyCare app or visit timelycare.com/campus today to register with your Campus email address. For assistance call TimelyCare at (833) 484-6359 or speak with your Campus Student Support Coach.

Additional Information

Students with Disabilities: If you have a documented disability and need accommodation in this class, please contact your Student Support Coach. You will be asked to provide documentation of your disability and complete the necessary paperwork in order for accommodations to be made.



Plagiarism & Academic Integrity: The [Student Handbook](#) lists plagiarism as an unacceptable behavior. Campus is committed to upholding high standards of academic integrity and honesty. All students are expected to respect and adhere to these standards, and any incident of academic misconduct is viewed by the Campus community as a serious offense. Any attempt by a student to present work as their own when it is not is regarded as academic misconduct. This encompasses all written and computer-based work that may include, but is not strictly limited to, homework, classroom assignments, compositions, essays, tests, and quizzes. Copying another student's work or assisting another student in copying or cheating is academically dishonest and considered misconduct. Students using generative AI tools without explicit permission, or attempting to use these tools to complete assignments, will be subject to disciplinary action. Students found guilty of plagiarism will be disciplined by Campus up to and including expulsion.

Copyright Notice: The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. As a Campus student, you are required to follow the College's copyright policy. For more information about the fair use exemption, see the Library's copyright page. All material used in course is copyrighted. You may use the material for coursework but are prohibited from posting it outside of Campuswire or using it for non-course purposes.