

Westminster College
Syllabus - Principles of Marketing – BUS 250-O
Online Summer Session 2012 - Professor Robert Eames
June 6, 2011 – July 15, 2011

Email: Robert.Eames2@westminster-mo.edu

My Teaching Philosophy: I feel my role as a teacher is to facilitate your learning in as many diverse and productive ways as possible. This includes a variety of approaches meant to be flexible to the teacher, the student, and the situation. To echo Freire, the great Brazilian teacher and writer, I think the best learning relationship is built on a foundation of trust and respect, which ought to be freely offered and reciprocated in kind. Similarly, I feel significant learning is achievable when the environment is highly communicative between teacher and student, whether inside the classroom or in an online environment. For me, part of good teaching is to provide you with the best support that I possibly can. In this online environment, I will provide detailed individual feedback on all your responses and assignments in a timely manner that will hopefully encourage and empower you to achieve the best learning result.

Course Description: Principles of Marketing is an introduction to the concepts and processes used in contemporary marketing. This class will cover topics that include the marketing concept, the marketing mix (the 4 Ps), marketing strategy and planning, and marketing ethics. Students should expect a high level of interaction with the instructor, who will actively join in your discussion postings to add clarity and encouragement.

Required Text: Perreault, Cannon & McCarthy. (2011). *Basic Marketing*. Boston: McGraw Hill. 18E. (ISBN: 978-0-07-352995-0)

*Note about the text. There are earlier editions, the 16th and 17th, but there have been a number of changes to the chapters, so I would avoid using those. Please use the 18th edition.

Course Goals:

- To facilitate understanding of the foundations of the marketing concept
- To facilitate understanding of the nature of marketing planning
- To facilitate understanding of marketing's role in society
- To facilitate understanding of the fundamental marketing processes and jargon
- To facilitate understanding of the consumer decision making process

Course Objectives:

- Be able to apply the marketing concept to everyday business situations
- Be able to think within a marketing framework both domestically and

internationally

- Be able to apply marketing principles strategically
- Be able to use appropriate marketing terminology in business environments

ADA Accommodation: Any student who feels that he or she may need an accommodation based on the impact of a disability should contact me as soon as possible. I will help in any way that I can. Please refer to the full statement of ADA policies available in the *Westminster College – ADA/Equal Access Policy*.

http://www.westminster-mo.edu/explore/offices/business/hr/Documents/ADA_index.pdf

Honor Code: Please refer to the *Student Life Handbook* for Westminster's specific policies on academic dishonesty. Additionally, refer to Section 3.3.1 of the handbook for a complete discussion of Westminster's harassment and discrimination policy. I may randomly submit written assignments to turnitin.com to verify authenticity if I feel the material may have been plagiarized. Honesty is always the best policy. Get into the habit of citing your references. Remember, you can always use anything that someone has written and is out there, but you must change it slightly to make it your own, and then use a citation for reference.

Course Structure: This course will be a basic discussion of marketing principles conducted online through Moodle. Please introduce yourself to the class in the "Who We Are Forum" on the first day of the session by 11:55 PM on Monday, June 4. Specific instructions are available online at the forum. Reading assignments include 2 chapters in the textbook per week for the first 5 weeks and 1 chapter for week 6. There is a discussion question each week for you to respond to by posting your response on the forum on Moodle for that week by 11:55 PM. These responses are scheduled for Wednesdays, except for the Fourth of July holiday week when you will post on Tuesday. Your response should be about 8 - 10 printed lines. There is a written assignment each week for the first five weeks. These written assignments should be about 1 page in length. Detailed participation guidelines are posted on Moodle for each week. There are also 3 short formal assignments. Two require you to look up information in the text and the third is a SWOT analysis. You will submit these assignments to drop boxes located in that weekly section of the Moodle website. There will be one open book exam covering key terms and concepts from your readings on the last day of the session. The test will be made available online at 12 PM and will be due in the drop box on Moodle by 11:55 PM. You will have 2 hours for the test once you begin.

Class Netiquette: Every voice and opinion in the class matters. Let's please respect each others' postings no matter how different or controversial they may be perceived. Tolerance and respect are especially important in the online environment. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Our differences will add richness to this learning experience. Please consider that sarcasm and humor can be easily misconstrued as hurtful in online

interactions. Working together as a community of learners, we can build a polite and respectful atmosphere to foster learning for all of us. You are welcome to post comments or responses to any posting on the class website, keeping in mind these guidelines. While there are no specific points awarded for such interaction, participation in this manner will be noticed by the instructor and become 1 factor in calculating your final grade in the course if you are 'on the bubble' between grades.

Points Available:

Weekly discussion postings (7)	8 pts each	56 points
Weekly written assignments (5)	15 pts each	75 points
Formal Assignments (3)	14/26/30 pts	70 points
Final Exam	75 pts	<u>75 points</u>
Total points		276 points

Course Grade Scale:

90% and above.....A
80% - 89%.....B
70% - 79%.....C

Formal Assignments Schedule*

Assignment 1	Sunday, June 17, by 11:55 PM
Assignment 2	Sunday, June 24, by 11:55 PM
Assignment 3	Sunday, July 8, by 11:55 PM

*All formal assignments are submitted to drop boxes provided on Moodle.

Comprehensive Course Schedule

Specific details for all weekly assignments are provided on Moodle.

Week 1: June 4 – June 10

<u>Reading assignment:</u>	Chapters 1 & 2
Posting: 'Who We Are Forum'	Monday, June 4, by 11:55 PM
Discussion posting due:	Wednesday, June 6, by 11:55 PM
Written assignment drop box:	Friday, June 8, by 11:55 PM

Week 2: June 11 – June 17

<u>Reading assignment:</u>	Chapters 4 & 6
Discussion posting due:	Wednesday, June 13, by 11:55 PM
Written assignment drop box:	Friday, June 15, by 11:55 PM
Assignment 1 (Ch 6) due:	Sunday, June 17, by 11:55 PM

Week 3: June 18 – June 24

<u>Reading assignment:</u>	Chapters 9 & 11
Discussion posting due:	Wednesday, June 20, by 11:55 PM
Discussion posting due:	Sunday, June 24, by 11:55 PM
Written assignment drop box:	Friday, June 22, by 11: 55 PM
Assignment 2 (Ch 9) due:	Sunday, June 24, by 11:55 PM

Week 4: June 25 – July 1

<u>Reading assignment:</u>	Chapters 14 & 17
Discussion posting due:	Wednesday, June 27, by 11:55 PM
Written assignment drop box:	Friday, June 29, by 11:55 PM

Week 5: July 2 – July 8

<u>Reading assignment:</u>	Chapters 3 & 8
Discussion posting due:	Tuesday, July 3, by 11:55 PM
Written assignment drop box:	Friday, July 10, by 11:55 PM
Assignment 3 due:	Sunday, July 8, by 11:55 PM

Week 6: July 9 – July 13

<u>Reading assignment:</u>	Chapter 18
Discussion posting due:	Wednesday, July 12, by 11:55 PM
Final exam upload due:	Friday, July 13, by 11:55 PM