

# SYLLABUS

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**BUS 251: Marketing**

Doane Lincoln Campus

Winter II Term, 2017

Thursday Evenings (January 12 to March 9, 2017)

6:00 to 10:30 p.m

**INSTRUCTOR:** Pete Poppert, M.S., J.D.  
pete.poppert@doane.edu  
Cell and Text (402) 417-4329

**TEXT:** **Marketing**, 5th Edition  
**Dhruv Grewal and Michel Levy**, Babson College  
ISBN-9781259446290  
Publisher: McGraw Hill/Irwin

**INSTRUCTOR COMMENTS:**

This course will introduce you to basic marketing principles and concepts. I believe that the best way to learn any subject is through active class participation. I want you to bring your experiences and interests as a consumer to class. I will provide some time either before or after each class to answer individual questions. The Doane College Blackboard (<http://bb2.doane.edu>) will be the major avenue of communication. All assignments, class notices and other information will be stored and transmitted via Blackboard. Begin checking this site regularly.

Because the class meets for four hours, I will use class discussions of course material or articles of interest interspersed with the book materials to aid in your understanding. I don't believe in lecturing, I prefer an interactive class room. I will call on people to ask their opinions or thoughts. Some material covered in class may be controversial or offensive to some. Discussion of the topics is not intended to offend anyone or to represent a position, but rather to explore the reasoning behind these practices. We can learn a great deal by keeping an open mind and openly discussing the behaviors that have impacted this great country.

You **MUST** use your Doane e-mail address for all communication for this course. The Doane College Blackboard (<http://bb2.doane.edu>) will be the major avenue of communication. All assignments, class notices and other information will be stored and transmitted via Blackboard. **Begin checking your Doane email and Blackboard sites regularly.** On this site you will be able to access your grade records. I will do my best to keep it up to date so you will have the most current record of your class room progress.

**COURSE DESCRIPTION:**

This course is an introduction to the adjustment of a business or other service organization to its market environment with emphasis on competitive strategy. Topics also include the international aspects of marketing.

**COURSE OBJECTIVES:**

Upon completion of this course, students will:

- Understand the concept of "creating value for customers."
- Know and understand the processes used to understand customers and markets.
- Know and understand the various aspects of the four Ps of marketing: Product, Price, Place, and Promotion.

- Know how to evaluate the effectiveness of marketing efforts.

**EXPECTATIONS:**

- Complete all quizzes on time;
- Convey marketing concepts and terminology orally in class and in writing on assignments and quizzes;
- Participate in class discussions;
- Attend every class;
- Seek help and ask questions;
- Enjoy learning more about marketing.

**GRADING:**

7 quizzes—50 points each                      350 points

**MISSING GRADED MATERIAL:**

- 3 points will be deducted for each week that a quiz is late.
- Missing Tests must be made up the following week.
- To be excused from class, I must be notified by email by 4:00 the day of class.

**ATTENDANCE:**

Attendance at all classes is required and expected. If you have an emergency and are unable to attend, please contact me no later than 3:00 p.m. on the day of class. Because there are only eight classes and there is a lot of material to cover, any Unexcused Absences will drop your point total by 50 points.

**ACADEMIC INTEGRITY POLICY:**

This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That's called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an "F".