



DOANE

UNIVERSITY

SYLLABUS

Course Title	Marketing
Course Number	BUS 251
Number of Credits	3 semester credits
Course Dates	AUT1 2018 (August 13 to October 13)
Instructor	Pete Poppert
Email Address	Pete.Poppert@Doane.edu
Office Hours/Availability	Accessible by email, phone or text anytime
Phone Number	402-417-4329 Phone & texts
Textbook Information: (e.g. title, edition, publisher, ISBN)	Marketing , 6th Edition Dhruv Grewal and Michel Levy , Babson College ISBN-978-1-259-92403-3 Publisher: McGraw Hill/Irwin
Additional Course Materials	N/A
Course Description	An introduction to the adjustment of the firm to its market environment with emphasis on competitive strategy. Also covers international aspects of marketing.
Program Outcomes	a. Develop and use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions b. Gain knowledge and understanding of the theories of marketing and the ability to apply those theories to situations in the workplace c. Gain knowledge and understanding of the ethical and legal issues involved in marketing d. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components e. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change

Course Learning Outcomes/Objectives	Upon successful completion of this course, students should be able to: 1) Understand the concepts of value and relationships from the perspectives of customers, producers, and society; 2) Practice creating and managing strong brands to create brand equity; 3) Build a marketing plan, developing strategic planning skills; 4) Understand the concepts of measuring and managing return on marketing investment; 5) Discuss new marketing technologies; 6) Assess socially responsible marketing around the globe.
Technology Requirements	https://www.doane.edu/fac/minimum-computer-requirements

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
1	Assessing the Marketplace and Mobile Marketing	Read Chapters--1,2 & 3	Multiple Choice Quiz (LO 1-6); Assignment #1	Week 2 by 11:59 pm
2	Marketing ethics and consumer behavior	Read Chapters--4, 5 & 6	Multiple Choice Quiz (LO 1-6) ; Assignment #2	Week 3 by 11:59 pm
3	B2B and Global marketing, and STP	Read Chapters--7, 8 & 9	Multiple Choice Quiz (LO 1-6) ; Assignment #3	Week 4 by 11:59 pm
4	Market research, branding and new product development	Read Chapters--10, 11 & 12	Multiple Choice Quiz (LO 1-6) ; Assignment #4	Week 5 by 11:59 pm
5	Services, Pricing and Supply chain management	Read Chapters--13, 14 & 15	Multiple Choice Quiz (LO 1-6) ; Assignment #5	Week 6 by 11:59 pm

6	Value communication	Read Chapters--16, 17 & 18	Multiple Choice Quiz (LO 1-6) ; Assignment #6	Week 7 by 11:59 pm
7	Overview of Marketing	Discuss Project outline	Capstone Project	Week 8 by 11:59 pm
8	Make up class if needed		Finish Capstone project	

Grading Assessments

Type of Assessment	Points	Total possible points
Definition and Concept term multiple choice quiz	30 points per quiz	180 points
Weekly assignments	50 points per assignment	300 points
Final Project	200 points	200 points

Grade Scale (Grade scale will be program specific. Please check with the applicable Program Director for this information.)

A=90%-100%

B= 80-90%

C= 70-80%

D= 60-70%

F= 59% or below

Participation Policy	A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade. Students must notify the instructor by 4:00 the day of class to be considered excused.
Study Time	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
Late Work	The student must inform and get permission for late quizzes and assignments. Failure to notify the instructor will result in a 10% reduction in points available.
Submitting Assignments	All assignments, quizzes and projects must be submitted via Blackboard. No email or in class submissions will be allowed.
Communication Policy including Assignment Feedback	All assignments will be graded before the next class meets.
Academic Integrity Policy	New Academic Integrity Policy to be released AUTM 2018

Academic Support	Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support
Disability Services	https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Chris Brady at chris.brady@doane.edu or 402-467-9031 for assistance.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.