



# DOANE UNIVERSITY SYLLABUS

<b>Course Title</b>	Marketing
<b>Course Number</b>	BUS 251
<b>Number of Credits</b>	3
<b>Course Dates</b>	1/13/20 - 3/7/20
<b>Instructor</b>	Pete Poppert
<b>Email Address</b>	Pete.Poppert@Doane.edu
<b>Office Hours/Availability</b>	Accessible by email, phone or text anytime
<b>Phone Number</b>	402-417-4329 Phone & texts
<b>Textbook Information: (e.g. title, edition, publisher, ISBN)</b>	Case Simulations (w/access) Knowledge Matters ISBN: 9781932449648
<b>Additional Course Materials</b>	There will be no formal text for this class, however, you will be responsible for purchasing access to a simulation package offered by Knowledge Matters.
<b>Course Description</b>	An introduction to the adjustment of the firm to its market environment with emphasis on competitive strategy. Also covers international aspects of marketing. 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.
<b>Program Outcomes</b>	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

	<p>b. Gain knowledge and understanding of the theories of marketing and the ability to apply those theories to situations in the workplace</p> <p>c. Gain knowledge and understanding of the ethical and legal issues involved in marketing</p> <p>d. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components</p> <p>e. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change</p>
<b>Course Learning Outcomes/Objectives</b>	<p>1) Understand the concepts of value and relationships from the perspectives of customers, producers, and society;</p> <p>2) Practice creating and managing strong brands to create brand equity;</p> <p>3) Build a marketing plan, developing strategic planning skills;</p> <p>4) Understand the concepts of measuring and managing return on marketing investment;</p> <p>5) Discuss new marketing technologies;</p> <p>6) Assess socially responsible marketing around the globe.</p>
<b>Technology Requirements</b>	<a href="https://www.doane.edu/faq/minimum-computer-requirements">https://www.doane.edu/faq/minimum-computer-requirements</a>

## Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
Week 1 1/14/20	Intro to Marketing Marketing Ethics	Chapters 1 & 2 of online material	Quizzes 1 & 2, and completion of 2 simulations	By the start of class on 1/21/20
Week 2 1/21/20	Consumer Behavior B2B Marketing	Chapters 3 & 4 of online material	Quizzes 3 & 4, and completion of 2 simulations	By the start of class on 1/28/20
Week 3 1/28/20	Market Research Market Segmentation	Chapters 5 & 6 of online material	Quizzes 5 & 6, and completion of 2 simulations	By the start of class on 2/4/20
Week 4 2/4/20	Product Services Marketing	Chapters 7 & 8 of online material	Quizzes 7 & 8, and completion of 2 simulations	By the start of class on 2/11/20
Week 5 2/11/20	Place – Location and Distribution Sales	Chapters 9 & 10 of online material	Quizzes 9 & 10, and completion of 2 simulations	By the start of class on 2/18/20
Week 6 2/18/20	Promotion – Advertising and Analytics Promotion – Social media & Web Marketing	Chapters 11 & 12 of online material	Quizzes 11 & 12, and completion of 2 simulations	By the start of class on 2/25/20
Week 7 2/25/20	Pricing – Fundamentals Pricing – Yield Management Pricing	Chapters 13 & 14 of online material	Quizzes 13 & 14, and completion of 2 simulations	By the start of class on 3/3/20
Week 8 3/3/20	Marketing Simulation project		Completion of a comprehensive simulation project #1	By midnight of 3/10/20
Week 9 10/8/19	No Class			

## Grading Assessments

Type of Assessment	Points	Total possible points
Concept Overview quiz – 14 chapter quizzes	30 points per quiz	420 points
Simulation Learning Phase – 14 simulations	20 points per simulation	280 points
Simulation Challenge Phase – 14 simulations	40 points per simulation	560 points
Marketing simulation projects – Learning phase	100 points per project	100 points
Marketing simulation projects – Challenge phase	150 points per project	150 points
<b>Total Graded Points</b>		1510 points

## Grade Scale

%	Letter	Points
93%	A	1404
90%	A-	1359
87%	B+	1313
83%	B	1253
80%	B-	1208
77%	C+	1162
73%	C	1102
70%	C-	1057
67%	D+	1011
63%	D	951
60%	D-	906
0%	F	0

<b>Participation Policy</b>	<p>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.</p> <p>Students must notify the instructor by 4:00 the day of class to be considered excused.</p>
<b>Study Time</b>	<p>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.</p>
<b>Late Work</b>	<p>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.</p>
<b>Submitting Assignments</b>	<p>All assignments, quizzes and projects must be submitted via Blackboard. No email or in class submissions will be allowed.</p>
<b>Communication Policy including Assignment Feedback</b>	<p>All assignments will be graded before the next class meets.</p>
<b>Academic Integrity Policy</b>	<p><a href="http://catalog.doane.edu/content.php?catoid=2&amp;navoid=149#Academic_Integrity_Policy">http://catalog.doane.edu/content.php?catoid=2&amp;navoid=149#Academic_Integrity_Policy</a></p>
<b>Academic Support</b>	<p>Please contact academicsupport@doane.edu  <a href="https://www.doane.edu/graduate-and-adult/academic-support">https://www.doane.edu/graduate-and-adult/academic-support</a></p>
<b>Disability Services</b>	<p><a href="https://www.doane.edu/disability-services">https://www.doane.edu/disability-services</a>  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.</p>
<b>Military Services</b>	<p><a href="https://www.doane.edu/graduate-and-adult/military">https://www.doane.edu/graduate-and-adult/military</a></p>
<b>Anti-Harassment Policy</b>	<p><a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452</a></p>
<b>Grade Appeal Process</b>	<p><a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238</a></p>
<b>Credit Hour Definition</b>	<p>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.</p>
<b>Syllabus Changes</b>	<p>Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.</p>