



DOANE
UNIVERSITY

SYLLABUS

Course Title	Marketing
Course Number	BUS 251 ONLINE
Number of Credits	3
Course Dates	10/14/19 - 12/14/19
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)	Case Simulations (w/access) Knowledge Matters ISBN: 9781932449648
Additional Course Materials	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.

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. 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.
Program Outcomes	<ul style="list-style-type: none"> 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 various components of a business enterprise and the interrelationship of those components d. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change e. Obtain an understanding of the value of diversity
Course Learning Outcomes/Objectives	<ul style="list-style-type: none"> 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.
Course Prerequisites	

Instructional Details	This course will use a combination of Marketing concept derived simulations along with small group discussions via Blackboard.
Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
Week 1 10/14/19	Intro to Marketing Marketing Ethics	Chapters 1 & 2 of online material	Quizzes 1 & 2, and completion of 2 simulations	By midnight on 10/20/19
Week 2 10/21/19	Consumer Behavior B2B Marketing	Chapters 3 & 4 of online material	Quizzes 3 & 4, and completion of 2 simulations	By midnight on 10/27/19
Week 3 10/28/19	Market Research Market Segmentation	Chapters 5 & 6 of online material	Quizzes 5 & 6, and completion of 2 simulations	By midnight on 11/3/19
Week 4 11/4/19	Product Services Marketing	Chapters 7 & 8 of online material	Quizzes 7 & 8, and completion of 2 simulations	By midnight on 11/10/19
Week 5 11/11/19	Place – Location and Distribution Sales	Chapters 9 & 10 of online material	Quizzes 9 & 10, and completion of 2 simulations	By midnight on 11/17/19
Week 6 11/18/19	Promotion – Advertising and Analytics Promotion – Social media & Web Marketing	Chapters 11 & 12 of online material	Quizzes 11 & 12, and completion of 2 simulations	By midnight on 11/24/19
Week 7 11/25/19	Pricing – Fundamentals Pricing – Yield Management Pricing	Chapters 13 & 14 of online material	Quizzes 13 & 14, and completion of 2 simulations	By midnight on 12/1/19
Week 8 12/2/19	Marketing Simulation project		Completion of a comprehensive simulation project #1	By midnight on 12/8/19
Week 9 12/9/19	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	30 points per simulation	420 points
Simulation Challenge Phase – 14 simulations	40 points per simulation	560 points
Marketing simulation projects – Learning phase (Team Graded)	100 points per project	100 points
Marketing simulation projects – Challenge phase (Team Graded)	150 points per project	150 points
Team Evaluation	50 points	50 points
Discussion Board Postings - 3 per simulation	10 points per post	420 points
Introductory Video	10 points	10 points
Total Graded Points		2,130 points

Online Courses ONLY

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Communicating with the Instructor

This course uses a “three before me” policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1. Course syllabus
2. Announcements in Blackboard
3. The “Question Center” discussion board

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the “Question Center” discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, contact me via email or phone. My preference is that you will try to email me first. Please allow 24 hours for me to respond to emails Monday-Friday and 48 hours on the weekend.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance.

Phone: 402-826-8411

Email: helpdesk@doane.edu

Web: <http://www.doane.edu>

Computer Requirements

Minimum computer requirements for the successful use of Blackboard:

http://www.doane.edu/about-doane/offices/its/help-and-support#min_requirements

Minimum computer requirements for success in this course:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Adobe Flash Player (free)
- Word processing software—Microsoft Word or Google Docs
- Webcam and mic

You are responsible for having a reliable computer and internet connection throughout the course.

Email and Internet

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane University e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

Submitting Assignments

All assignments, unless otherwise announced by the instructor, **MUST** be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

Campus Network or Blackboard Outage

When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

Grade Scale

A = 90-100% B = 80-89% C = 70-79% D = 60-69% 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.
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	Late work will be penalized 10% per week that the assignment is late.
Submitting Assignments	Simulations will automatically post to Blackboard. Discussion board will also use Blackboard.
Communication Policy including Assignment Feedback	Instructor will try to communicate back to a student within 48 hours of initial communication.
Academic Integrity Policy	<p>Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:</p> <ol style="list-style-type: none"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same. 4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects.

	<p>Gehring, D., Nuss, E.M., & Pavela, G. (1986). <i>Issues and perspectives on academic integrity</i>. Columbus, OH: National Association of Student Personnel Administrators</p> <p>For more information on the sanctions for academic dishonesty, please visit the website:</p> <p>https://catalog.doane.edu/content.php?catoid=16&navoid=1333</p>
Academic Support	<p>Please contact academicsupport@doane.edu</p> <p>https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>https://www.doane.edu/disability-services</p> <p>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>
Military Services	<p>https://www.doane.edu/graduate-and-adult/military</p>
Anti-Harassment Policy	<p>http://catalog.doane.edu/content.php?catoid=5&navoid=452</p>
Grade Appeal Process	<p>http://catalog.doane.edu/content.php?catoid=5&navoid=238</p>
Credit Hour Definition	<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>
Syllabus Changes	<p>Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.</p>

**Doane Syllabus
Addendum**

Each student is responsible for being aware of the policies, resources, and expectations as specified in the Doane Syllabus Addendum located at <https://www.doane.edu/Syllabus>.