2017

MKTG 300-01-02-03 Principles of Marketing

Karen Eutsler
eutslerk@xavier.edu

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TEXT

OFFICE HOURS
My office is located in Smith 104A. Office hours are Tuesdays 9-11am and Wednesdays 1-4pm. Other hours can be arranged by appointment. The best way to assure you don’t wait outside my office while I’m talking to other students is to make an appointment during office hours. I aim to be incredibly approachable – please do not hesitate to meet with me if you’re concerned about my class, your major, or life in general. I want you to be successful and am very willing to help!

COURSE OBJECTIVES
1. To give students a broad understanding of marketing principles that can be applied in business courses, internships & future careers.

2. To instruct students in business-format writing and help them to be strong written communicators

3. To enhance the public speaking skills of students through the use of in-class presentations

4. To integrate ethical discussions into class discussion to challenge the student to consider the ethical dilemmas and ethical alternatives involved in performing marketing in a competitive marketplace.

5. To integrate into class discussions issues that are relevant to the mission of the Williams College of Business (WCB). The mission of the WCB is: We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.

Characteristics of the Ignatian vision are:
• “See life and the whole universe as a gift calling forth wonder and gratefulness.”
• “Gives ample scope imagination and emotion as well as intellect.”
• “Seeks to find the divine in all things --- in all peoples and cultures, in all areas of study and learning, in every human response...”
• “Cultivates critical awareness of personal and social evil, but points to God’s love as more powerful than any evil.”

LEARNING GOALS – WILLIAMS COLLEGE OF BUSINESS: UNDERGRADUATE PROGRAM
• Critical Thinking
  Learning Goal: WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.
  Corresponding Objectives:
  • (1) WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.
  • (2) WCB students will evaluate and articulate implications of business decisions and their impact on organizational stakeholders, both individually and in teams.

• Ethics and Social Responsibility
  Learning Goal: WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.
  Corresponding Objectives:

1 Taken from “Do You Speak Ignatian,” by George Traub, S.J., Ph.D., Xavier University
• (1) WCB students will recognize ethical issues and their implications on personal and business decisions.
• (2) WCB students will demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

**Effective Written and Oral Communication**
*Learning Goal:* WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.
*Corresponding Objectives:*
• (1) WCB students will produce business documents and reports demonstrating their ability to organize and communicate ideas clearly and professionally.
• (2) WCB students will make effective presentations, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.

**Global Perspective and Cultural Diversity**
*Learning Goal:* WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.
*Corresponding Objectives:*
• (1) WCB students will identify and contrast key attributes of countries’ business environments.
• (2) WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.
• (3) WCB students will integrate the concepts of respect, inclusiveness and valuing all persons into their decision making.

**Understanding and Application of Knowledge Across Business Disciplines**
*Learning Goal:* WCB graduates will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.
*Corresponding Objectives:*
• (1) WCB students will demonstrate the appropriate knowledge of accounting, economics, finance, management, management information systems, marketing, quantitative business analytics, international issues, and the legal and social environment of business.
• (2) WCB students will evaluate business problems from an integrative point of view, including diverse business functions, competition and external environment (social, political, economic, and environmental.)
• (3) WCB students will demonstrate college-level mastery of the body of knowledge and skills relative to their major. (To be determined at the departmental level.)

**Personal and Professional Development**
*Learning Goal:* WCB graduates will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.
*Corresponding Objective:*
• WCB students will articulate career goals, prepare a professional resume, demonstrate behavior-based interviewing techniques and develop a professional network.

**GRADING CRITERIA**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Brand Analysis Project (Part 1, Individual)</td>
<td>15%</td>
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<tr>
<td>Brand Analysis Project (Parts 2-5, Individual)</td>
<td>20%</td>
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<tr>
<td>Brand Analysis Project (Part 6, Group)</td>
<td>10%</td>
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<tr>
<td>Exam 1</td>
<td>15%</td>
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<td>Exam 2</td>
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<td>Exam 3</td>
<td>15%</td>
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<tr>
<td>Participation/Homework</td>
<td>10%</td>
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**GRADE LEVELS**
Final grades will be calculated as follows and are awarded at the professor’s discretion:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>93 –100.0%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89.9%</td>
</tr>
<tr>
<td>B</td>
<td>83 – 86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82.9%</td>
</tr>
<tr>
<td>C</td>
<td>77 – 79.9%</td>
</tr>
<tr>
<td>C+</td>
<td>73 – 76.9%</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 72.9%</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69.9%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
</tr>
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</table>
Students will have access to the online grade book via Canvas. This grade book is confidential and only available to the individual student. Unless noted otherwise, it is anticipated that grades for assignments will be posted within two weeks after the submission deadline.

**Exams**
Test material will be taken from the text for the course, topical areas discussed on the PowerPoint slides, class lecture, handouts, readings, and any other material discussed during classes leading up to the exam.

According to students that did very well on past tests, these things were consistently mentioned - reading the book, taking good notes during class, and preparing a thorough study sheet. You book has many resources that can help you be successful in this course, use them!

**Assignments**
Students are expected to read the assigned material and to be prepared to discuss what they read. Chapters listed are to be read prior to the class meeting on that date. Items listed as “due” are to be submitted on that date by 12:00 noon (regardless of any Canvas time discrepancies). Written assignments can always be submitted early.

**Participation**
Participation is graded in the following ways for a total of 10% of your final grade.

1. Project Part 1 Revision
2. Project Part 1 Revision 2
3. Current Event
4. Current Event Peer Review
5. 4P Group Presentation
6. Course Evaluation

**Marketing Analysis Project**
See separate sheet for guidelines.

**GRADING POLICIES**
1) First, I look for a demonstrated knowledge of the material and an ability to apply the material using basic marketing concepts. Knowledge can be demonstrated by performance on tests, class participation, and project assignments.

2) **Regrades of assignments** are granted on an extremely limited basis and for good reason as determined by your professor. If I do decide that your answer merits additional points, the new grade will be the average of the two grades. For example, if you initially received a 70 for one graded assignment and I allowed a re-grade, and on the re-grade you received a 75, the average of 72.5 would be the final grade for that assignment.

3) **Late assignments** are to be turned in via email and will be deducted 10% per day. “Late” is 12:00 Noon on the day that the assignment is due and each 12:00 (noon) hour thereafter. For example, if you turn that day’s assignment in at 1:05pm you will receive a maximum value of 90%.

4) **Plagiarism and Use of Footnotes/Endnotes**: Unless the information presented in a paper or assignment is entirely yours and entirely new to the world because you wrote or said it (not being aware is not an excuse, be careful here), you must reference the source you used to obtain the information. Therefore, use footnotes or endnotes as needed. Use proper college reference procedures, e.g., MLA or APA, or follow the way references are made at the end of each chapter in your text.

**DISABILITY ACCOMMODATIONS:**
It is my goal that this class be an accessible and welcoming experience for all students. If you are a student with a disability who may have trouble participating or effectively demonstrating learning in this course, contact me to arrange an appointment to share your Accommodation Letters from Disability Services and to discuss your needs. Disability related information is confidential. If you have not contacted Disability Services (located in the Learning Assistance Center) to arrange accommodations, I encourage you to do so by contacting Cassandra Jones, by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail at jonesc20@xavier.edu as soon as possible as accommodations are not retroactive.
STUDENT HANDBOOK
Students are required to follow the policies and procedures described in the Xavier University Student Handbook.

ACADEMIC INTEGRITY
“Academic and professional life requires a trust based upon integrity of the written and spoken word. Accordingly, violations of standards of ethical behavior will not be tolerated at Xavier University. These include theft, cheating, plagiarism, illegal downloading, unauthorized assistance in assignments and tests, unauthorized copying of computer software, the falsification of results and material submitted in reports or admission and registration documents.” Xavier Student Handbook

Plagiarism and cheating are serious offenses and can result in failure on an exam, paper, or project; failure in the course. The following plagiarism site provides information that is dedicated to understanding the misuse of freedom and ill effects of plagiarism http://webster.commnet.edu/mla/plagiarism.shtml.

ATTENDANCE POLICY
Students are expected to attend every class. Class and test attendance always take precedence over sports, clubs events, or any other events. I reserve the right to ask you for verification for any absence. If you do not email me before class with a valid excuse (except emergencies), you may lose points for assignments we did in class. If you miss class, it is your responsibility to contact another student to find out what was covered. If you have questions after you have done this, then see me.

Learning, in this type of course, comes from a thorough analysis of written course material and participation in class discussions. I may call on anyone to start class discussions and it is expected that you have read and are familiar with the text prior to each class session.

Your classmates and I are eager to hear your opinions and experiences.
You will learn in this class. You will have fun this class. You can't do either if you're not here.

The SCHEDULE is attached but is subject to change based on external factors, good conversation, or need for further review of a subject. Updates will be announced in class and posted on Canvas.