

# BUA 230 – PRINCIPLES OF MARKETING

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**Instructor:** Stephen Young, PhD  
**Phone:** (517) 990-1454  
**E-Mail:** [youngstephenp@jccmi.edu](mailto:youngstephenp@jccmi.edu)  
**Office Location:** WA226B  
**Office Hours (WA226B):** Mon 1:00 – 2:00;  
Tues 11:00 – 1:00 / 5:00 – 6:00 (HIL); Wed  
9:00 – 11:00 / 1:00 – 3:00; Thurs 11:00 –  
12:00 / 5:00 – 6:00

## OVERVIEW

Students analyze the marketplace to identify customer wants and needs and develop effective strategies to satisfy them. Emphasis is placed on research, marketing environments, strategic planning, buyer behavior, evaluating key competitors, and the marketing functions of product or service planning, pricing, promotion and distribution. Prerequisites: CIS 095, ENG 085\* and ENG 090\*

## COURSE OBJECTIVES

- Describe and apply contemporary marketing terms and concepts.
- Develop brands and product categories for identified target market segments.
- Create an effective marketing plan with multiple marketing channels, including relationship and integrated social marketing strategies

## REQUIRED TEXTBOOKS:

Solomon, *Marketing: Real People, Real Choices, 8e*

Copyright Year: 2013, Publisher: *Prentice Hall PTR*

ISBN for Access code and eText (approx \$113 from bookstore) 9780132952323

ISBN for Access code and printed text (approx \$183 from bookstore) 9780133973136

The access code can be purchased directly from Pearson.com for less. Go to our course orientation and follow instructions to register for our course in mylab to get the current cost.

**REQUIRED TECHNOLOGY:** You **must have** access to an Internet connected computer. You are also expected to have "**backup computer**" plans; at a friend's computer, a relative's computer, JC, or at a library. Establish computer plans in case your usual computer access is disrupted during the semester. The course will continue to move along regardless of whether your computer works or not. I provide instructional support, not computer support. It is your responsibility to establish and maintain technical connections. If your computer does not work for any period of time, **you are expected to find a way to do the work.**

## TIME COMMITMENT: (approximately 6-12 hours per week)

The general rule of thumb is that there are 3 class hours plus 1-3 hours for each class hour for a potential total of 6-12 hours per week. We have selected a textbook that is rich with online supplemental materials, and this should help keep the time commitment to only essential learning activities. Please carve out 6-12 hours for yourself so that you can do well in this class.

## TENTATIVE ACTIVITIES (activities will be completed in MyMktgLab and JetNet):

The list and descriptions below indicate the types of activities completed in our class. All of the

# BUA 230 – PRINCIPLES OF MARKETING

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course assignments and tests are posted inside the topic outline area of our course website in JetNet. Generally, each assignment is due on the 7<sup>th</sup> day of each week. **With very limited exceptions, early access to assignments will NOT be granted. Late assignments (ANY REASON) will be accepted with a 50% deduction.** If this is abused, I reserve the right to refuse late assignments. The listing below indicates how many points you earn for each activity. Please note the accumulative percentage scores in MyMktgLab will be inflated if you skip assignments, because a zero will not be recorded until the end of class. Please review the Course Calendar in JetNet for specific due dates.

- **VIDEOS (MyMktgLab) (5 pts)**
  - Watch the videos and then answer the questions at the end. You have unlimited attempts.
- **SIMULATIONS (MyMktgLab) (25 pts)**
  - Go through the simulations as many times as necessary to 'get it'. These are hands-on activities to gain an understanding of the chapter concepts. You have unlimited attempts
- **CHAPTER ASSIGNMENTS (JetNet) (25 pts)**
  - Each chapter will have a reflection of your learning. This must be done after you complete the mylab activities for the chapter and must demonstrate your learning with rationale, examples and explanations. These points are for your reflection of your learning. Your essay must be a minimum of 300 words, include some choices made in your mylab simulation along with explanations as to why you made those choices and what you learned from the exercise. In some assignments, there will be an extra question or point of reference to address.
- **CHAPTER TESTS (JetNet) (30 pts):**
  - Each chapter also has a test/quiz. The other assignments will help prepare for this test. You may take this test as many times as you'd like; you have one hour to finish it. It is open book. The highest score will be recorded. Tests/quizzes in JetNet may NOT be submitted late.
- **FINAL (course project) (100 pts):**
  - There will be a course project...a Marketing Plan. I will begin providing details on this midway through the class.

## GRADING PROCEDURE

You can figure your grade at any point by taking the total amount of points that you have earned and dividing this number by the total amount of points possible at that point. Then plug this number into the Grading Scale listed below to determine your grade.

**Activities:** Tentative activities, which are subject to change:

**Grading:** Weight Based Grading System

MyMktgLab Chapter Activities	550 points
JetNet Chapter Activities	200 points
JetNet Chapter Tests	390 points
<u>Course Project (Marketing Plan)</u>	<u>100 points</u>
	1240 points

# BUA 230 – PRINCIPLES OF MARKETING

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## Scale:

Percentage	Grade
93 – 100	4.0
88 – 92	3.5
82 – 87	3.0
76 – 81	2.5
70 – 75	2.0
64 – 69	1.5
58 – 63	1.0
52 - 57	0.5
Below 52	0.0

## GRADING PROCEDURE

Grades and all relevant information are available to students via the course MyMktgLab site. Item points, weighting, and assignment due dates are all listed on the site and within JetNet.

Your grade will be based on the points you earn on quizzes, assignments, class preparation and participation. The grade points assigned are estimates and subject to modification. Exact due dates for assignments, tests, exams, etc. will be announced in class and are included on the course calendar. In addition, class participation will be measured by your level of engagement during class and during course discussion forums. As applicable, it is expected that each student engage in classroom discussions and/or discussion forums. For the online discussion forums, each student should respond to the initial question posed and respond to at least two classmate responses. Your response should promote the conversation, not simply state your agreement. Proper online etiquette and professional business communication is required. The instructor reserves the right to adjust your final grade (+/- one letter grade) based on your level of engagement and participation.

## HOW DO I CONTACT THE INSTRUCTOR?

Send an email to [youngstephenp@jccmi.edu](mailto:youngstephenp@jccmi.edu) and if you want a reply it is necessary to:

1. Use your JC email so that I know the request actually came from you. I can not respond to emails that do not originate from your JC email;
2. Put the course name and section in the subject line (e.g., BUA 230.50);
3. Use a greeting that includes my name and sign with your name;
4. Be sure to include a specific question and/or a message with complete information;
5. Use proper business etiquette and terminology in all of your email communications (i.e., no jargon or “text-like” communication);
6. Respond to me when you receive the message to ensure the message was delivered and understood.

These are common communication practices that demonstrate your good human relations skills and offer you the opportunity to practice your newly develop business acumen. Our Business Advisory Group of business leaders in the community expects that you will have these abilities.

## PARTICIPATION and ATTENDANCE POLICY

JC administration and the federal government now require faculty to file attendance regularly throughout the term this is referred to as HVQ reporting. Your report is available online. Your success will depend greatly on your participation in class and time spent preparing for and completing assignments. Attendance will be reported periodically to the Registrar’s Office. Definitions include: “H”—the student is not doing acceptable work and needs “help” to be successful, “Q”—the student has not participated/attended, and “V”—the instructor “verifies”

# BUA 230 – PRINCIPLES OF MARKETING

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that the student is participating/attending and doing acceptable work. **It is ultimately the responsibility of the student to withdraw from the course.** You should also contact your instructor when considering a withdrawal.

## DROP-IN COMPUTER LAB

The open computer labs are located in William Atkinson Hall in the IT Commons area. Please contact the extension centers directly for their open lab hours.

## EXTRA HELP

If you need help with a topic, start with your fellow classmates. Ask questions and learn from each other. If you still need help with a topic, please ask your instructor. I am here to help you and want you to succeed. Lastly, tutors (plus additional services for academic success) can be accessed by calling 796-8415 or by stopping by the Center for Student Success (see this link: <https://www.jccmi.edu/center-for-student-success/tutoring-center/>). Students requiring special assistance (including those affected by the Americans with Disabilities Act) should contact the Center for Student Success. This is the first step in acquiring the appropriate accommodations to facilitate your learning.

## STUDENT RESPONSIBILITIES

- Follow the requirements in the Academic Honesty document posted in this class.
- Read assigned chapters before coming to class. Assignments will be due in accordance with the course calendar.
- Attend all classes and be on time. If you are absent you are still responsible for all information presented and for turning in any assignments that are due.
- The student is responsible for the material covered in a missed class. Notify your instructor in advance if you are going to miss a class and make arrangements to make up any missed work.
- Participate in class activities and discussions in a responsible and considerate manner. Student discussion and questioning is encouraged.
- View the grade book weekly and JC email account weekly. Grade issues must be reconciled within the same week of grade posting. Waiting until the end of the semester will not result in a grade change for any reason.
- Points are earned for learning, not for effort or best intentions.
- **As applicable, all assignment must be typed using Times New Roman or Arial typeface, either 11 or 12 font size, double spaced, with references properly cited.**
- Appropriate business talk and written work (grammar, spelling and capitalization) are expected.

## COLLABORATION

While JC encourages students to collaborate in study groups, work teams, and with lab partners, each student should take responsibility for accurately representing his/her own contribution. **File sharing is NOT collaborating; it is cheating and violates academic honesty policy!**

## ACADEMIC HONESTY

Academic honesty is expected of all students. It is the ethical behavior that includes producing their own work and not representing others' work as their own, either by plagiarism, by cheating, or by helping others to do so. Please refer to the Student Handbook for Student Rights and Responsibilities.

# BUA 230 – PRINCIPLES OF MARKETING

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## CONSEQUENCES

Anyone caught cheating on an assignment or quiz will receive a zero for that project. If caught cheating more than once, the student will receive a zero for the class. All academic dishonesty violations will be reported to the Dean of Occupational Education.

## CLASSROOM POLICY

Be respectful of your instructor and your peers. This is a learning community – and we all will learn something – so be positive and encouraging of those around you. Any behavior considered being disruptive, disrespectful, inappropriate, or threatening will be addressed by the instructor and/or security and/or the Dean of Students. Consequences may involve deduction of points/grade and/or may include removal from class.

In addition, cell phones and other electronic communication devices are not to be used during class.

## ASSESSMENT

The Board of Trustees of Jackson Community College has determined that JC graduates will develop certain skills while enrolled in the college. Each of the BUA 230 objectives is achieved through learning activities that include a significant amount of small group work, as well as primary research techniques of observation, surveys, focus groups, interviews, and secondary methods via Internet. Lecture, simulations, critical thinking scenarios, role playing, discussions, and self-reflection complete the learning strategies. More information about assessment can be found here: <https://www.jccmi.edu/assessmentofstudentlearning/>

## TIPS!!!

- It may be surprising to learn how much of student **success depends directly upon you, the student.**
- **Find a “study buddy.”** Your “study buddy” will help to remind you of upcoming assignments and can serve as a class teammate to address ideas and concerns.
- We may not review every topic included in each chapter during our time together in the classroom. **It is your responsibility** to review the assigned readings to prepare for any quizzes and complete your assignments.
- **Remember that our course is located in BOTH JetNet and MyMktgLab.** Grading will occur in JetNet. It is your responsibility to check both sites to ensure you are completing all required work.
- **Schedule a quiet place** for class three (3) times each week as well as studying.
- Talk with friends/employers about business topics we study to reduce study time and memorization as well as increase retention.
- **Due dates for all assignments are on the 7<sup>th</sup> day of each week by 11:55ET.** We moved working in the textbook to the second week to give you the preceding weekend to work. **Begin your textbook work as soon as possible: don't wait.**
- You should have received an access code when you purchased your textbook or e-text. **Sign up and register for our class in MyMktgLab ASAP.** You will have assignments due in our course during week 1. This is a fast paced course with a significant amount of information... please don't fall behind.
- In addition to the weekly study plans, MyMktgLab offers “Dynamic Study Modules”. They can be found on the left navigation pane on the course main page. These modules, while not required, can be used to prepare for the weekly readings and quizzes. An app can be downloaded to your mobile device to access this feature or you can access via your computer.

# BUA 230 – PRINCIPLES OF MARKETING

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- Every year a group of students, along with the instructor, design this course, using student feedback gathered throughout the year. ***So all of the rules, assignments and guidelines were determined by students for students.***

By continuing with this class, the student agrees to all conditions and requirements of the class as set forth in all parts of the syllabus and on the class web site, including but not limited to due dates, grading policies, methods of communication, academic honesty, attendance and all procedures and requirements. The syllabus and other documents may be modified by the instructor at any time throughout the course. Additional elements of the syllabus include Course Calendar, Academic Honesty document.

## Assignments Rubric

Grade	Evaluation
A	Student demonstrates full grasp of the subject area. Depth of answer is appropriate for type of question asked and necessary support and evidence is given for answer. Student shows excellent understanding of the material. High levels of analysis, synthesis and evaluations used. Answer is accurate, legible and organized for optimum communication and free of spelling and grammar mistakes.
B	Student demonstrates general understanding of the subject area but lacks advanced concepts. Student did not fully support answer with necessary facts and evidence but student shows a good understanding of the material. Moderate levels of analysis, synthesis and evaluations used. Answer is accurate with nominal level of errors in spelling, grammar, syntax or organization.
C	Student demonstrates peripheral knowledge of the subject but did not answer specific question. Student shows some understanding of the material but did not support answer with necessary facts and evidence. Significant level of errors in writing mechanics or organization.
D	Student's answer did not address question asked. Student made attempt at answer but missed the point of the question. Student's work meets bare minimum requirements in content and lacks some key understanding of the material. Document organization and/or mechanics are well below professional expectations.
F	Does not meet minimum requirements in content. Work shows little understanding of material. Grammar, structure and spelling are not on college level.

Disclaimer: "The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course."