



## **Course Name**

**BUA230 - Marketing**

**Fall 2021**

## **Course Information**

- Number of Credits: 3
- Days Class Meets: Mondays
- Meeting Times: 6 – 9 pm
- Lakeland Facility – Building G - Hybrid

## **Instructor Information**

- Instructor: David Windle
- Contact Phone: N/A
- Contact Email: windledavide@jccmi.edu
- Online Office Hours: Upon Request

## **Course Description**

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.

## **Prerequisite(s)**

Prerequisites: CIS 095, ENG 085\* &ENG 090\*

# Course Goals

Class will be set up as modules not as weeks in order to be more flexible due to COVID and other issues that might come up. Videos will be module based.

MODULE	CHAPTERS	HOMEWORK
1	1. Welcome to the World of Marketing: Create and Deliver Value 2. Global, Ethical, and Sustainable Marketing	Do homework for chapters 1 & 2 Start thinking about a product or a service and a marketing plan you would put in place Read chapters 1-4
2	3. Strategic Market Planning 4. Market Research	Do the homework for chapters 3 & 4 Read chapters 5 & 6
3	5. Marketing Analytics: Welcome to the Era of Big Data! 6. Understand Consumer and Business Markets	Do homework for chapters 5 & 6  Read chapter 7
4	7. Segmentation, Target Marketing, and Positioning	Do the homework for chapter 7  Read Chapter 8
5	8. Product I: Innovation and New Product Development	Do the homework for chapter 8  Read Chapter 9
6	9. Product II: Product Strategy, Branding, and Product Management	Do the homework for chapter 9  Read chapters 10 & 11
7	10. Price: What Is the Value Proposition Worth? 11. Deliver the Goods: Determine the Distribution Strategy	Do the homework for chapters 10 and 11  Read chapter 12
8	12. Deliver the Customer Experience: Goods and Services via Bricks and Clicks	Do the homework for chapter 12  Read chapter 13
9	13. Promotion I: Advertising and Sales Promotion	Do the homework for chapter 13  Read chapter 14
10	14. Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations	Do the homework for chapter 14  Finalize your marketing plan

You will note that there really aren't due dates per se. It is expected that you will work the material weekly and hand in papers often. Homework is at the back of this course-pack – rip it off and keep the front part of the course pack. DO NOT DO NOT wait until the end of the course to hand everything in.

If you are not participating and not checking in for attendance you will be referred to your navigator. DO NOT wait until the end of the semester to do all of the work or you will likely fail. I hate failing my CEP students. You get the grade based upon your effort and actual correct answers.

For the final marketing plan – it is the very back part of your documents – note it mimics what you put in chapters – so keep it updated as you hand in your papers. I want you to keep it if you are planning to start a business.

## Course Objectives

- Describe and apply contemporary marketing terms and concepts.
  - Explain the marketing environment and market research
  - Explain data mining and consumer behavior
- Develop brands and product categories for identified target market segments
  - Define a target market and apply 4 Ps
  - Discuss how brands attract certain target markets
- Create an effective marketing plan with multiple marketing channels, including relationship and integrated social marketing strategies
  - Create a product aligned with target market
  - Establish a price strategy aligned with target market
  - Develop a placement plan aligned with target market and considering ecommerce options
  - Design a promotion plan aligned with target market and consider social media marketing

## Textbook (chose appropriate options below, delete what does not apply)

Solomon, Marketing: Real People, Real Choices, 9e

### Digital Format

This text is available in a digital format to rent or purchase through the JC Bookstore. Please see the links posted on your class JetNet site.

### Open Educational Resources (OER)

OERs are teaching, learning, and research materials that are either (a) in the public domain or (b) licensed in a manner that provides everyone with free permission to:

- Retain – make, own, and control a copy of the resource
- Reuse – use your original, revised, or remixed copy of the resource publicly
- Revise – edit, adapt, and modify your copy of the resource

- Remix – combine your original or revised copy of the resource with other existing material to create something new
- Redistribute – share copies of your original, revised, or remixed copy of the resource with others

## No Textbook Required

Please review the cost of your required materials to determine the best option for you to purchase your materials.

Please note, your opt out selection is for your *entire* semester schedule. You cannot opt out/opt into individual courses. And you must opt out by the due date of your first class, which is the 3<sup>rd</sup> day after the start of your earliest course.

[Learn about the new textbook program at JC](#)

For account billing questions, please contact the Jackson College Cashier at [jccashier@jccmi.edu](mailto:jccashier@jccmi.edu)

## Grading Procedure

Method employed for evaluating student performance. Testing format (essay, objective, portfolio, etc.) and the relative weight each evaluative tool has upon the final grade are helpful explanations for students.

## Grading Scale

GPA	Grade Range
4.0	94-100%
3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%
1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

is not covered in other college publications. In pass/fail courses, a listing of minimal competencies.

## Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

## Plagiarism

Plagiarism is defined as the failure to give credit for the use of material from outside sources.

Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

## Cheating

Cheating is defined as obtaining answers/material from an outside source without authorization.

Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

## Accessibility

Jackson College understands that cultivating a broadly diverse community is crucial to our educational mission and to our foundational commitment to leadership and service. Jackson College is fully committed to ensuring our courses are accessible to everyone including those with disabilities. We are currently working to increase accessibility and usability of our course materials in order to meet or exceed the requirements of Section 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1991 and Web Content Accessibility Guidelines (WCAG) 2.0. For more information about Jackson College's efforts to ensure accessibility please visit the [Jackson College accessibility web page](#).

If you have an accessibility need in any of our classes please e-mail the Center for Student Success at [JCCSS@jccmi.edu](mailto:JCCSS@jccmi.edu) or visit the [Center for Student Success web page](#).

At the Center for Student Success (CSS), we are committed to providing all students the opportunity to achieve academic success by providing a variety of support services free of charge to Jackson

College students. This includes, but is not limited to, peer and faculty tutoring, mental health referral, temporary assistance with transportation, various workshops/seminars, and the TRIO program.

In addition, the CSS staff is committed to adapting the College's general services to meet the individual needs of otherwise qualified students with disabilities, for the purpose of providing equal access to all programs and facilities.

## **Student Responsibilities**

Requirements beyond scheduled classes or laboratories, e.g., clinicals, extra credit assignments, TBA sessions, field placement, special project instructions, contract learning conditions, study hours required outside class, unscheduled class meetings, attendance at concerts or other required events.

## **Attendance- Participation Policy**

Regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline.

In compliance with Federal Title IV funding requirements, as well as college initiatives, I will be monitoring student participation on a regular basis and officially reporting student activity throughout the term to assure compliance with college policy and federal regulations. It is imperative that you log in to the course and actively participate within the first couple of days of the term to validate your enrollment in the course. After that, not actively participating in class may result in you being withdrawn from the course. Being withdrawn from a course can have an impact on financial aid, billing, athletic eligibility, and housing status. As a college student you are responsible for how your participation impacts your academic progress; the accountability lies with you.

## **Caveat**

Please note: The format and timing of this course may need to change due to unforeseen circumstances. In particular: school closings, instructor illness, weather, or other situations that may arise.

If you are taking an in-person class, you will be required to complete a Reintegration Video Training course in JetNet prior to being admitted to campus.

All COVID safety protocols in place are based on current guidelines and will be enforced while students are on campus.