

Principles of Marketing

BUA 230 POI1.Fall 2021

Fall 2021

Number of Credits: 3

Instructor: Jennifer Burdick

Meeting Times: TBD

JPAY Email will be used for a majority of communications.

Course to be delivered TBD

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

Student's complete activities to complete a marketing plan.

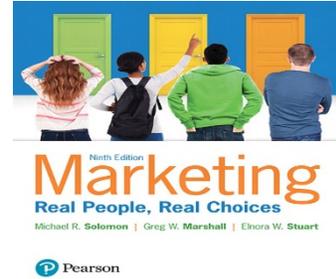
Course Objectives

The course goals and objectives incorporate specific General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are in concert with four-year colleges and universities and reflect input from the professional communities we serve. GEOs guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs. The GEOs and course objectives addressed in this class include the following:

- 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

Solomon, Marketing: Real People, Real Choices, 9e
Copyright Year: 2018, Publisher: *Pearson*



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.

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.

Grading Scale

Percentage	Grade
94-100	4.0
88-93	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

Tentative Activities (total of 840 points)

The list and descriptions below indicate the types of activities completed in our class. All of the course assignments and tests are included in the course packet.

- **MARKET PLAN QUESTIONS**
 - This is answering identifiable questions that will assist you in identifying the target market and the four Ps. **(160 points)**
- **TEST YOUR KNOWLEDGE QUESTIONS**
 - This is a written response to 1-4 questions, outlined in the course packet from the end of the text book. **(430 points)**
- **FINAL EXAM:**
 - A finalized plan that addresses your business idea, target market, the four Ps (product, price, placement, promotion). **(100points)**
- **MARKETING PLAN**
 - A finalized plan that addresses your business idea, target market, the four Ps (product, price, placement, promotion). **(150 points)**

Time Commitment

The general rule of thumb is that there are 3 class hours plus 1-2 hours for each class hour for a potential total of 6-9 hours per week. Please carve out an absolute minimum of 6 hours for this class, and depending on how difficult you find it, you may find you need an additional (up to 9) hour(s). This is especially important when considering the 10 - week pace. Because the focused learning component of class is student directed, you may decide to spend many extra hours.

Failure

Any circumstances under which a student could be dismissed from or failed in the course that 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 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 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 contact your Student Success Navigator if you have an accessibility needs in any of your classes.

Course Management

To withdraw from a course a student must contact their Student Success Navigator. Withdrawing from a course could result in penalties affecting a student's financial aid.

Makeup Policy – n/a

Ways that students can manage their enrollment in a course for special circumstances. Includes withdrawal, and audit and incomplete grading procedures.

Academic Advising

It is important to contact your Student Success Navigator prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester.

Attendance- Participation Policy

Distance Learning: Just as in a traditional classroom course, 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 contact your Success Navigator immediately if you desire to drop or withdraw 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.

Utilizing JPAY Email Services

All JPays are closely monitored by the MDOC. It is expected all communication will be related to the student's education and coursework. No personal information may be shared. Personal information is considered inappropriate and will be flagged. A student may be removed from the Jackson College Corrections Education Program for violation of this policy.

JPays may not include attachments, including photos, videos or other material.

Students will use JPay to communicate with the instructor throughout the semester. The instructor will add the student to their JPay account. This communication may be used to:

The expectations for communication between instructors and students in a specific course are:

- 1) Students will communicate questions or seek clarification on course-related content only
- 2) Students will only share questions related to their own coursework. Other students or their work will not be discussed in JPays.
- 3) Instructors will normally respond to student JPays within 48 business hours.
- 4) Instructors may use JPay to provide feedback to students on course assignments
- 5) Students are expected to use professional communication skills in their JPays to instructors: clear, concise writing; correct spelling and language appropriate to an academic setting.
- 6) Please be sure to put the instructor's last name and course information, i.e. Smith, BUA 100, in the first line of the JPay.

General organization of our class is as follows: *Calendar timelines and assignments are an approximation and could be changed.*

Calendar

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 <i>Start thinking about a product or a service and a marketing plan you would put in place</i> Due date 10-08-21
2	3. Strategic Market Planning 4. Market Research	Do homework for chapters 3 & 4 <i>Complete Marketing Plan Questions (pg 4)</i> Due date 10-22-21
3	5. Marketing Analytics: Welcome to the Era of Big Data! 6. Understand Consumer and Business Markets	Do homework for chapters 5 & 6 Due date 11-05-21
4	7. Segmentation, Target Marketing, and Positioning	Do the homework for chapter 7 Due date 11-05-21
5	8. Product I: Innovation and New Product Development	Do the homework for chapter 8 <i>Complete Marketing Plan Questions (pg 7)</i> Due date 11-05-21
6	9. Product II: Product Strategy, Branding, and Product Management	Do the homework for chapter 9 <i>Complete Marketing Plan Questions (pg 9& 10)</i> Due date 11-19-21

7	10. Price: What Is the Value Proposition Worth? 11. Deliver the Goods: Determine the Distribution Strategy	Do homework for chapters 10 & 11 <i>Complete Marketing Plan Questions (pg 12)</i> Due date 11-19-21
8	12. Deliver the Customer Experience: Goods and Services via Bricks and Clicks	Do homework for chapter 12 <i>Complete Marketing Plan Questions (pg 14)</i> Due date 12-3-21
9	13. Promotion I: Advertising and Sales Promotion	Do homework for chapter 13 &14 Due date 12-3-21
10	14. Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations	Final is due Finalize your marketing plan Due date 12-10-21

Caveat

Unforeseen circumstances may cause changes to this syllabus, those changes will be communicated to students in writing.