

Kingsborough Community College of the City University of New York

Department of Business - Instructor [REDACTED]
Spring 2020: BA 1400 - Principles of Marketing

Syllabus and Schedule

Welcome to Online Learning

This online course will require you to pay close attention to this syllabus and schedule that will be your guided “map” of how to navigate through the course. Be sure to read it twice and refer to it if you have any questions. Successful online learners are generally proficient with time management and organization. You are expected to log in and check announcements frequently and ensure that you are up to date on assignments and discussions. I will check in to our site to post new information, review discussion boards, post grades and/or update announcements often. If you do not check in often, you will miss important information and guidance. You should try to schedule a routine time to access the site regularly as well. I am looking forward to an interactive class and a rewarding semester!

Course Description

Principles of Marketing is a three-credit course and is concerned with the role of marketing in society and within a firm. This course will include but is not limited to: the history of marketing and the marketing mix. Developing a marketing strategy and a marketing plan. Segmentation, targeting, and positioning. Analyzing the marketing environment and consumer behavior. Marketing research. Global marketing, social media marketing, and the marketing of services. Marketing ethics.

Course Objectives

- To expand and enrich students’ knowledge of business and marketing terminology.
- To provide students with a hands-on approach to marketing.
- To provide students with real-world examples of marketing strategies.
- To influence students to come up with their own marketing ideas.

Required Text

Marketing, 6th edition, by Grewel, Dhruv (McGraw Hill Irwin). ISBN 13: 978-1259709074

Supplemental Readings

The New York Times Business section, The Wall Street Journal, and selected newspaper, magazine and internet articles.

Course Materials

Chapter outlines, power points, assigned textbook readings, links to additional resources and readings, and links to relevant newspaper or web articles for the course will be posted on Blackboard as necessary.

Assignments

This course is very flexible and does not require you to log in at a specific set of time during a given day. You may generally work according to your own schedule. However, there will be set deadlines for discussion posts, quizzes, and examinations.

Discussions

You will be required to answer the discussion question each week by posting “threads” in response to discussion forum questions that I will initiative in the “Discussions” section. Your response must be from 150 to 250 words. Additionally, you are required to thoughtfully respond to **two** of your peer’s posts with a response of no less than 100 words. You are required to actively post topical and thoughtful responses to the material we are learning in the course. Participation in online discussions is a requirement and you must complete the discussion requirements **every week by Wednesday at 11:59 PM ET. Weekly discussion requirements count for 20% of your grade.** To get the maximum points for your Discussion Board posts: answer all questions, proofread, punctuate, capitalize, no slang or text talk, and no posting in all caps (this is like shouting).

Chapter Review Quizzes

Each weekly quiz will test you on the assigned chapters for that week. **Your average on these quizzes will count for 10% of your overall grade in the course.** Quizzes will be due **every Saturday by 11:59 PM ET.** The quizzes are not timed and you may use your book or other materials.

Semester-long Project

You will be continuously working on a semester-long project. I will upload nine different assignments related to your project that periodically throughout the semester. You must complete the assignments promptly. I will have thorough instructions to help you. The nine projects will count for 20% of your grade.

Tests and the Final Examination

There are two tests and one final examination. Each are worth 20% of your grade. They are timed. Due dates are listed on the Course Schedule below.

Methods of Evaluation

Midterm Examination	10%
Final Examination	20%
Semester-long Marketing Project	30%
Online Chapter Quizzes	20%
Online Weekly Blackboard Discussion Board Forum Participation	20%

* Excellent participation in the discussion forum will be considered when final grades are calculated

Grading System

A+	97 - 100	C+	77 - 79
A	93 - 96	C	73 - 76
A-	90 - 92	C-	70 - 72
B+	87 - 89	D+	67 - 69
B	83 - 86	D	60 - 66
B-	80 - 82	F	0 - 59

Late Assignments

Late assignments and discussion board posts will result in a 10 point deduction per day they are late unless the instructor decides otherwise due to extenuating circumstances.

Academic Integrity

Students are expected to do their own work. Copying or cheating using another student's paper or copying information from an electronic device during an exam is prohibited and may result in a zero grade on a test or course failure. Please also see KCC's plagiarism policy at www.kbcc.cuny.edu. All students must complete the CUNY Academic Integrity Policy Review in order to receive a grade in the course. (See Bb for details)

Additional Student Resources

Access-Ability Services: (Room D205, 718-368-5175) Access-Ability Services provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.

Tutoring Center: Room L605, ext. 5118

Writing Center: Room L219, ext. 5405

Contact Information And Office Hours

Office hours appointments will be by appointment only. If you ever need help, please email me regarding when you would like to meet and what you would like to discuss. The best way to reach me for student-specific questions is by email. Please feel free to email me with questions or concerns you might have. There will be no in-person office hours or meetings, instead, we can use Skype or have a phone call.

The "Q&A-Ask Instructor [REDACTED]" forum (see the "Blackboard Information" section below) is a great place to ask general questions about the class. This question and answer ("Q&A") forum (part of the "Discussions" section) is a place where you should feel free to ask any general questions you might have about the course and I will reply. All questions and answers posted here can be seen by all students in the class. In order to get the quickest response to more student-specific questions (for ex., "Do you know why my name is not on the roster?"), you should email me directly at [REDACTED]

Course Schedule:

*I post the work for the week no later than Sunday evening.

Week	Material Covered	What's due this week? <u>NOTE: All Discussion Board posts are due by 11:59 PM every Wednesday and Weekly Chapter Quizzes are due by 11:59 PM every Saturday unless a test is assigned.</u>
Week 1 3/3 - 3/7	-Introductions -Chapter 1: Overview of Marketing	●Familiarize yourself with Blackboard, ●Read Chapter 1 ●Discussion Topic 1: Introductions - Due 3/4 ●Online Chapter Quiz (Ch. 1) - Due 3/7
Week 2 3/8 - 3/14	-Chapter 2: Developing Marketing Strategies and a Marketing Plan	●Read Chapter 2 ●Discussion Topic 2 - Due 3/11 ●Online Chapter Quiz (Ch. 2) - Due 3/14 ●Semester-long Project Assignment 1 - Due 3/14
Week 3 3/15 - 3/21	-Chapter 3: Digital Marketing: Online, Social and Mobile	●Read Chapter 3 ●Discussion Topic 3 - Due 3/18 ●Online Chapter Quiz (Ch. 3) - Due 3/21 ●Semester-long Project Assignment 2 - Due 3/21
Week 4 3/22 - 3/28	-Chapter 4: Conscious Marketing, Corporate Social Responsibility, and Ethics	●Read Chapter 4 ●Discussion Topic 4 - Due 3/25 ●Online Chapter Quiz (Ch. 4) - Due 3/28 ●Semester-long Project Assignment 3 - Due 3/28 ●Study for Exam #1
Week 5 3/29 - 4/4	- Exam #1: Chapters 1,2, 3, and 4	●Discussion Topic 5 - Due 4/1 ●Exam #1 - Due 4/4 by 11:59 PM
Week 6 4/5 - 4/11	-Chapter 5: Analyzing the Marketing Environment	●Read Chapter 5 ●Discussion Topic 6 - Due 4/8 ●Online Chapter Quiz (Ch. 5) - Due 4/11 ●Semester-long Project Assignment 4 - Due 4/11
Week 7 4/12 - 4/18	SPRING BREAK	You will not have assignments due for this week. Please note that this does not coincide perfectly with the college's spring break schedule, so you will need to plan accordingly. You will have several days to complete the assignments from the week prior and after this break.

Week 8 4/19 - 4/25	-Chapter 6: Consumer Behavior -Chapter 7: Business-to-Business Marketing	<ul style="list-style-type: none"> ●Read Chapter 6 ●Read Chapter 7 ●Discussion Topic 7 - Due 4/22 ●Online Chapter Quiz (Ch. 6 & 7) - Due 4/25 ●Semester-long Project Assignment 5 - Due 4/25
Week 9 4/26 - 5/2	-Chapter 8: Global Marketing	<ul style="list-style-type: none"> ●Read Chapter 8 ●Discussion Topic 8 - Due 4/29 ●Online Chapter Quiz (Ch. 8) - Due 5/2 ●Semester-long Project Assignment 6 - Due 5/2 ●Study for Exam #2
Week 10 5/3 - 5/9	-Exam #2: Chapters 5, 6, 7, and 8	<ul style="list-style-type: none"> ●Discussion Topic 9 - Due 5/6 ●Exam #2 - Due 5/9 by 11:59 PM
Week 11 5/10 - 5/16	Chapter 9: Segmentation, Targeting, and Positioning - Chapter 10: Marketing Research	<ul style="list-style-type: none"> ●Read Chapter 9 ●Read Chapter 10 ●Discussion Topic 10 - Due 5/13 ●Online Chapter Quiz (Ch. 9 & 10) - Due 5/16 ●Semester-long Project Assignment 7 - Due 5/16
Week 12 5/17 - 5/23	-Chapter 17: Integrated Marketing Communications	<ul style="list-style-type: none"> ●Read Chapter 17 ●Discussion Topic 11 - Due 5/20 ●Online Chapter Quiz (Ch. 18) - Due 5/23 ●Semester-long Project Assignment 8 - Due 5/23
Week 13 5/24 - 5/30	-Review all assigned chapters	<ul style="list-style-type: none"> ●Study guide ●Discussion Topic 13 - Due 5/27 ●Online Chapter Quiz (Ch. 19 & 20) - Due 5/30 ●Semester-long Project Assignment 9- Due 5/30
Week 14 5/31 - 6/6	-Final Exam: Chapters 1,2, 3, 4, 5, 6, 7, 8, 9, 10, and 17,	<ul style="list-style-type: none"> ●Study for Final Examination ●Final Examination - Due 6/6 by 11:59 PM