

School of Business and Nonprofit Management

Course Syllabus

Course: BSE 2610-01 Foundations of Marketing
Academic Year: 2013/14 **Semester/Quad:** Fall
Credit Hours: 4
Prerequisites: BSE 2211

Instructor: Jacqueline Babb
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Email is the best way to reach me.

Availability:

The instructor is available for meetings after class or at another agreed upon time by appointment.

Course Description:

An introduction to the marketing function in private and public organizations, designed to provide students with an overview of marketing concepts, tools, and methods of analysis. The course takes a practical, managerial approach to managing the marketing process. Steps in the marketing process, including market research, segmentation, targeting, positioning, the four P's (product, place, price, promotion) are explored, along with concepts of customer value and satisfaction, competitive analysis, brand strategy, consumer behavior, advertising, and the impact of the internet on marketing strategy and implementation.

Introductory Comments:

"Make the customer the hero of your story." –Ann Handley

Customers create their own brand experiences and it is our job as marketers to provide the tools to make those experiences happen. Marketing fundamentals give us a basis for understanding the science behind marketing and how it connects to business outcomes. Marketing is an intangible asset for an organization and one that can create competitive advantage. This course will provide students a framework and basic understanding of marketing so they can implement strategies toward profitability.

Course Materials:

REQUIRED

Textbook: Armstrong, G. and Kotler, P. 2009-2012. *Marketing: An Introduction*. Upper Saddle River, NJ: Prentice-Hall. ISBN: 9780132744034

Cases:

Sun, Youngme. 2003. Burberry. Harvard Business Review.

Fournier, Susan. 2000. Building Brand Community on the Harley-Davidson Posse Ride. Harvard Business Review.

Essential IDEA Objectives:

The University has a standard student assessment instrument based on the IDEA Center's recommended approach. This approach requests that the instructor identify three key overriding objectives of the class. "Rather than emphasizing teaching style or personality, the IDEA system focuses on student learning and the methods used to facilitate it," noted the IDEA Center (2009) when discussing its rating system.

The three IDEA goals are:

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Learning fundamental principles, generalizations, or theories.
3. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

Specific Course Objectives:

This course gives a foundation for students to understand the basics of marketing. It is designed to be an overview, giving a high level of instruction on a number of topics related to marketing. Students are encouraged to speak with the instructor about other courses in the marketing curriculum to be taken in subsequent semesters that will build on specific areas of interest.

At the completion of this course, students will have an understanding of the following:

1. The business purpose of marketing.
2. An understanding of how marketing supports other business functions.
3. How to scan the environment and make marketing decisions based on external factors and internal capabilities.
4. The steps and elements of the marketing process.
5. How to determine customer needs and appeal to those needs.
6. Ethical issues within marketing.
7. How consumer insight drives marketing decisions.
8. Strategies for applying product-marketing strategies to services and the nonprofit sector.

Course Methodology:

The course primarily utilizes lectures, class discussions and exploratory activities to achieve its objectives. Assignments, discussions and casework are designed to achieve the course and IDEA objectives.

Computer Requirements:

In order to effectively participate in and successfully complete this course, each participant will need to have access to a computer and a high-speed internet connection. Please visit <http://www.northpark.edu/Campus-Life-and-Services/Information-Technology/Network/Minimum-Requirements> for information on computer requirements. Students may use a laptop in class to take notes or follow along with presentations. However, laptops and mobile devices may not be used for personal reasons (email, internet, games, etc.) during class as it may distract from other students' class experience. Cell phones are not permitted in class unless approved in advance by the instructor.

Schedule of Weekly Assignments:

Week	Dates	Topics	Assignment(s)
1	Aug 26-28	Syllabus Review Introduction to Marketing	Read <i>Marketing</i> , Ch. 1 and Converse Case
2	Sept 2-4	Company and Marketing Strategy	Read <i>Marketing</i> , Ch. 2 and eBay Case
3	Sept 9-11	Analyzing the Marketing Environment	Read <i>Marketing</i> , Ch. 3 and Porsche Case
4	Sept 16-18	Managing Marketing Information	Read, <i>Marketing</i> , Ch. 4 and Meredith Case
5	Sept 23-25	Understanding Consumer & Business Buyer Behavior	Read <i>Marketing</i> , Ch. 5 and Vanity Sizing Ethics Exercise
6	Sept 30-Oct 2	Customer Driven Marketing Strategy	Read <i>Marketing</i> , Ch. 6 Harley Davidson Case Due
7	Oct 7-9	Developing New Products and Managing the PLC Midterm Review	Read <i>Marketing</i> , Ch. 7-8
8	Oct 14-16	Midterm Exam Pricing	Read <i>Marketing</i> , Ch. 9
9	Oct 21-23	Marketing Channels	Read <i>Marketing</i> , Ch. 10 and Tesco Case
10	Oct 28-30	Retailing and Wholesaling	Read <i>Marketing</i> , Ch. 11 and Darden Case
11	Nov 4-6	Advertising & PR	Read <i>Marketing</i> , Ch. 12 Burberry Case Due
12	Nov 11-13	Personal Selling & Sales Promotion	Read <i>Marketing</i> , Ch. 13 and HP Case
13	Nov 18-20	Direct & Digital Marketing	Read <i>Marketing</i> , Ch. 14 and Pandora Case
14	Nov 25*	The Global Marketplace	Read <i>Marketing</i> , Ch. 15 and Buick Case
15	Dec 2-4	Marketing for Sustainability Final Exam Review	Read <i>Marketing</i> , Ch. 16
16	Dec 9-11	Final Exam	

*Class will be cancelled on November 27 in observance of Thanksgiving.

Grading:

Assignment	Points	Grade %
Class Participation (5 pts/14 wks)	70	35%
Midterm Exam	40	20%
Harley Davidson Case	20	10%
Burberry Case	20	10%
Final Exam	50	25%
Total	200	100%

Grade Mapping:

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
190-200	A (95-100%)	165-160	B- (80-82%)	139-134	D+ (67-70%)
189-180	A- (90-94%)	159-154	C+ (77-79%)	133-126	D (63-66%)
179-174	B+ (87-89%)	153-146	C (73-76%)	125-120	D- (60-63%)
173-166	B (83-86%)	145-140	C- (70-72%)	119 or Less	F (<60%)

Assignment Grading Policies:

All assignments are due by the beginning of class on the first class day of the week. All late assignments will be penalized 10%. If you are unable to complete an assignment before the start of class due to circumstances beyond your control, please let the instructor know in advance of the deadline and request an extension. Extensions will be granted on a case-by-case basis, in the instructor's sole discretion. Any assignment that is submitted more than a week late without an extension having been granted in advance will not be accepted and will receive no credit.

Coursework is intended to be a reflection of your individual effort. Therefore, unless specified by the instructor, all work is to be completed individually. Plagiarism and cheating in the course will result in an "F" and is defined by the University's Academic Policy Statement.

Student Responsibilities:

Students are expected to attend sessions for the duration of class. Absences can be approved by the instructor in advance of the class session. Class participation points are assessed at the instructor's discretion based on a student's ability to arrive to class on time, prepared and make meaningful contributions to the class discussion. Reading and assignments should be completed prior to the start of class. The class is structured so students learn from one another. Therefore, students are expected to analyze the material and provide feedback that is relevant to the topics at hand.

Instructor Responsibilities:

Students can expect the instructor to serve as a resource both in and out of the classroom. The instructor will be prepared with a lesson for each class session with many opportunities for student participation. The instructor is also available to students for questions about class concepts, assignments, on the job questions/challenges and overall guidance as it relates to careers in business and nonprofit management. Students can expect timely responses to questions/requests and grades for assignments. The instructor reserves the right to make the final determination on grading.

ASSIGNMENT SPECIFICATIONS

Overview:

The University has adopted the APA style for its students. Please utilize APA format in your papers. Assignments will be submitted on Moodle and should be submitted prior to class on the due date.

Case assignments should answer all of the questions listed in sections that indicate which question is being addressed. Case assignments should include an introduction and conclusion. Maximum page limit is five pages.

CASE ASSIGNMENT #1: Building Brand Community on the Harley-Davidson Posse Ride*

In this assignment, students will be asked to explore the loyalty that Harley owners have to the brand and the pinnacle of that loyalty in the form of a community. Specifically, students should address:

1. Should Harley-Davidson continue to sponsor the Posse Ride? Why or why not?
2. What is Harley-Davidson's role in developing community for the brand?
3. Evaluate the brand's strategy for creating a community.
4. How else can Harley-Davidson leverage the Harley Owners Group?

CASE ASSIGNMENT #2: Burberry*

In this assignment, students will be asked to analyze the status of the Burberry brand utilizing their knowledge of brands. Specifically, students will be asked to discuss:

1. What were the brand perceptions prior to Bravo’s arrival?
2. Describe Burberry’s customer base. Who is its target customer? How could Burberry leverage its brand amongst non-target customers?
3. The case notes that Bravo’s team has managed to elevate the overall status of the Burberry brand. How has it accomplished this?
4. What role does the “check” have in the brand? What is the future of the “check”?
5. Should Burberry launch Brit, the new perfume line? What other product categories should it enter?

CLASS PARTICIPATION

Criteria	20-18 Points	17-16 Points	15-14 Points	<14 Points
Paper Analysis	Effectively references course content and appropriately applies principles; fully addresses all of the questions with a thorough and insightful response; justifies answers; discussions, conclusions and recommendations demonstrate a strong understanding of course content.	Effectively references course content, but does not appropriately apply principles; fully addresses all of the questions with an adequate response; justifies answers; discussions, conclusions and recommendations demonstrate a good understanding of course content.	References course content but does not apply principles correctly; addresses most of the questions without detail; justifies answers; discussions, conclusions and recommendations are unclear or incorrect.	Does not reference course content or appropriately apply principles; does not address all of the questions discussions, poor analysis, insufficient depth or questionable rationale.
Format	Appropriate syntax; terminology was accurate and appropriate; language was understandable and concise; had no more than one spelling error; and logical organization.	Generally appropriate syntax with no more than two errors; accurate terminology and appropriate language; understandable and concise; two to three spelling errors; and logical organization.	Generally appropriate syntax with no more than four errors; accurate and appropriate terminology; understandable and concise; language; three to four spelling errors; logical organization.	Poor syntax with five or more errors; writing style was difficult to understand as it lacked conciseness, clarity, and organization; and five or more spelling errors.
APA Style	Demonstrated an understanding of the APA guidelines. Correctly cited and/or referenced two or more appropriate class readings, class notes, and/or outside sources to support your analysis.	Demonstrated an understanding of the APA guidelines. Correctly cited and/or referenced one the class readings, class notes, or outside sources to support your analysis.	Attempted to demonstrate an understanding of the APA guidelines. Incorrectly cited and/or referenced one or more the class readings, class notes, or outside sources to support your analysis.	Failed to demonstrate an understanding of the APA guidelines, and/or did not cite and/or reference any sources of information.

Students are expected to arrive to class on time and prepared to have a meaningful discussion about the course material. Class participation points will be earned by paying attention to the lecture, adding to the discussion and refraining from any activity that detracts from learning (i.e. side conversations, mobile device usage).

Class participation points are not awarded on exam days.

Criteria	5 Points	4 Points	3 Points	1-2 Points
Class Participation	Arrives to class on time; demonstrates that s/he has read the course material; gives full attention during the lecture; respectfully participates in class discussion; does not distract other students.	Arrives to class on time; demonstrates that s/he has read the course material; gives full attention during the lecture; listens to class discussion; does not distract other students.	Arrives to class on time; gives full attention during the lecture; does not distract other students.	Does not arrive to class on time or prepared. Does not give full attention and distracts others during lectures; is disrespectful to other students during discussions.

POLICY STATEMENTS

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

1. Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the internet.
2. Copying another’s answers on an examination.
3. Deliberately allowing another to copy one’s answers or work.
4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University’s online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Attendance Policy for Graduate Courses

The graduate courses in the SBNM are all 7 weeks in length. Missing one class session is allowed without penalty as long as all readings and assignments are made up by the student within a reasonable time period (the following week). Failing to log into an online course site for an entire week is allowed, but a penalty may be applied at the instructor's discretion. Missing a second class session is allowed only in unusual circumstances by prior arrangement with the instructor. Since this represents almost 30% of the engagement time for the course, the student runs the risk of receiving a lower overall grade for the class. Faculty are encouraged to drop the course grade by a full letter grade in this situation. A student who misses three classes (or the equivalent two weeks for an online class) will automatically fail the course, unless the student drops the course before the seventh week of class. Students who drop a course will be held responsible for tuition, based upon the current North Park University refund policy outlined in the University Catalog.

Attendance Policy for Undergraduate Courses

Attendance and participation are vital. Thus, students are expected to attend every class session, and to arrive on time – tardiness is undesirable and disruptive to your fellow classmates. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) **prior to** that session. You need to provide a reason for your absence. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

APA Requirement

The School of Business and Nonprofit Management (SBNM) has adopted the *Publication Manual of the American Psychological Association* (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the *APA Manual* is to enhance student learning by:

- 1) Improving student's writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the *APA Manual*, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. ***It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.***

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/Campus-Life-and-Services/Disability-Resources>