

Course Syllabus

Course: *BSE 2610 Foundations of Marketing*
Academic Year: 2014/15 **Semester/Quad:** *Fall*
Credit Hours: 4
Prerequisites: *BSE 2211*

Instructor: *Alexandra Krueger*

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Email is the best way to reach me.

Availability: I am available for meetings before or after class, by appointment. I also maintain virtual office hours via email.

Course Description

This course is an introduction to Marketing management in private and public organizations. It provides tools and processes that enable to identify and respond to Customer needs by applying the levers of the marketing mix - Product, Price, Place, Promotion - (4Ps), within a business environment with given Constraints, Competitors and firm Capabilities (4 Cs). The course takes a practical, managerial approach to undertaking and performing in real business situations. Learning is highly interactive and encouraged through the use of lectures, discussions and workshops, as well as case studies, exercises, videos and articles.

Course Materials

REQUIRED

Textbook

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

Cases

- i) Sun, Youngme. 2003. Burberry. Harvard Business Review.
- ii) Fournier, Susan. 2000. Building Brand Community on the Harley-Davidson Posse Ride. Harvard Business Review.

Additional course materials including the syllabus, powerpoints, articles and other will be posted on Moodle.

Essential IDEA Objectives

The university is moving to a standard Individual Development and Education Assessment instrument (IDEA). The IDEA system focuses on students' learning and the methods used to facilitate it. The approach requests that the instructor identify three overriding objectives of the course.

For this Foundations of Marketing course the IDEA objectives are:

1. Developing specific skills, competencies, and points of view needed by professionals in the fields most closely related to this course.
2. Learning to analyze and critically evaluate ideas, arguments, and points of view.
3. Learning to apply course material (to improve thinking, problem solving, and decisions).

Specific Course Objectives

At the completion of the course you will have a good understanding of the basic principles of Marketing and will be able to utilize the tools of Marketing to engage in and apply basic marketing techniques. You will find much that will be very useful to you in your personal and professional life. In addition, for those of you who wish to take additional marketing or business coursework, this course will provide a solid foundation upon which deeper learning may be built.

More specifically, over the course of the semester, you will understand the individual concepts of the 4Cs and the 4 Ps of Marketing, in order to learn how to apply them within integrative frameworks, using critical thinking. Through individual and team projects you will learn how to effectively communicate these concepts as you apply them, and will teach each other by sharing thinking and understanding.

Course Methodology

Foundations of Marketing allows students:

- to Learn through personal motivation by following the instructor's guidance, and by utilizing the required and provided material,
- to Teach each other in a highly interactive class and team-work environment,
- to Observe problem solving in the approaches of case study examples, the instructor and fellow students,
- and to Do the hands-on work that is required.

The student should become a Critical Thinker, Effective Communicator, Proactive Educator and Moral Practitioner.

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.

Student Responsibilities

You are expected to attend all sessions for the duration of class, to prepare the assigned work and to participate in class work and discussions. If you are unable to attend a class, it is your responsibility to obtain all relevant information.

Students absent for over four classes will have their final grade lowered by one letter grade. Students absent for 50% or more classes, will receive an F (failure) for the course. Please see also **Attendance Policy for Undergraduate Courses**, under **Policy Statements**, below.

Lateness and leaving before the end of the class or during class are disruptive and disrespectful both to me and to fellow students. The classroom door will remain open 5 minutes after the beginning of the class and after breaks. Arrivals and departures when the door is closed are considered “disorder”. Five “disorders” count for one absence and build in the number of absences that impact the final grade. Conversely, there is a 50-point bonus for students who have no absences and no ‘disorders’. Class participation points are assessed at my discretion based on your meaningful contributions to the course’s topics and assigned work, but also based on your preparation, as well as on your overall motivation and enthusiasm.

Reading and assignments should be completed prior to the start of class.

Cell phones are not permitted in class except in cases of emergency.

Instructor Responsibilities

You can expect me to serve as a resource both in and out of the classroom. I will be prepared for each class session with a lot of material, activities and opportunities for student participation. I will also be available for questions about class concepts, assignments, on the job questions /challenges and overall guidance as it relates to careers in business. You can expect timely responses to questions/requests and grades for assignments. I reserve the right to make the final determination on grades.

Schedule of Weekly Assignments

Week	Dates	Topics	Assignment(s)
1	Aug. 25	Introduction to Marketing	Ch.1
	<i>Sept. 1</i>	<i>Labor Day – No classes</i>	
2	Sept. 8	Marketing strategy & the marketing mix Analyzing the marketing environment	Ch.2 p.48-54 Ch.3
3	Sept. 15	Understanding consumer and business buyer behavior	Ch.5 Contribution 1
4	Sept. 22	Workshop on Ch.3 & 5 Competition: The Coke-Pepsi war	Workshop 1 Cola Case preparation
5	Sept. 29	Customer-driven marketing strategy: segmentation & positioning Workshop on positioning	Ch.6 Contribution 2 Workshop 2
6	Oct. 6	Products, services, and brands Workshop on product	Ch.7 Contribution 3 Workshop 3
7	Oct. 13	Case work Pricing	Burberry Case preparation Ch.9, Appendix 3 Mid-term exam
		<i>Friday Oct. 17 – Fall Break- No classes</i>	
8	Oct. 20	Workshop on price Marketing Channels	Workshop 4: Bagel Bakes Case preparation Ch.10 p.302-321 Burberry case write-up
9	Oct. 27	Retailing & wholesaling Workshop on Place Engaging consumers and communicating value	Ch.11 Workshop 5 Contribution 4 Ch.12 p.366-377

Week	Dates	Topics	Assignment(s)
10	Nov. 3	Engaging consumers and communicating value: Advertising & public relations Workshop on Advertising Personal selling	Ch.12 p.377-end Workshop 6 Ch.13 p.402-423
11	Nov. 10	Sales promotion Direct, online, social media, and mobile marketing	Ch.13 p.423-end Ch.14 Contribution 5
<i>Saturday Nov. 15 – Last day to withdraw from a semester-long class</i>			
12	Nov. 17	Case work Managing information to gain customer insights	Harley case preparation Ch.4
13	Nov. 24	New product development, product lifecycle Workshop on New product development	Ch.8 Contribution 6 Workshop 7 Harley case write-up
<i>Wed. Nov. 26 – Sun. Nov. 30 – Thanksgiving Break, No classes</i>			
14	Dec. 1	The global marketplace Sustainable marketing	Ch.15 Ch.16 Contribution 7
15	Dec. 8	Final exam	

Grading

Assignment	Points	Grade %
Class participation, includes:	350	35%
- Spontaneous or called-upon participation in class discussions on video cases, exercises, etc.	- 130	- 13%
- Workshops (7 x 20 points)	- 140	- 14%
- Contribution	- 80	- 8%
Case write-up #1	150	15%
Case write-up #2	150	15%
Mid-term exam	150	15%
Final exam	200	20%
Total	1,000	100%
Bonus for no absences / no “disorder”	50	

Grade Mapping

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
950-1,000	A (95-100%)	800-829	B- (80-82%)	670-699	D+ (67-70%)
900-949	A- (90-94%)	770-799	C+ (77-79%)	630-669	D (63-66%)
870-899	B+ (87-89%)	730-769	C (73-76%)	600-629	D- (60-63%)
830-869	B (83-86%)	700-729	C- (70-72%)	<600	F (<60%)

Assignment Grading Policies

All assignments except Workshops are due by the beginning of the scheduled class. Late assignments are not accepted and will receive no credit. If you are unable to complete an assignment before the start of class due to circumstances beyond your control, please let me 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.

Workshops consist primarily of work in class, with occasional preparation. Any preparation work is due by the beginning of the scheduled class. All workshop assignments are due at the end of the workshop.

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". Please see also Academic Honesty, under Policy Statements, below.

ASSIGNMENT SPECIFICATIONS

Overview

The two case write-ups and the mid-term exam are expected in paper format at the beginning of the scheduled class.

Please write them in any word processing software that you are comfortable with. They are to be single space, Arial 11, with one-inch margins all around. Please use the APA format.

All questions must be copied and answered underneath.

The final exam is an online exam.

The seven workshops are work in class and will have varying formats with occasional, very limited preparation. I will announce each workshop's content and preparation (if any) the week before.

Contributions are team presentations. No document is to be handed-in.

Case write-ups

Case #1: Burberry

In this assignment, students will be asked to analyze the status of the Burberry brand utilizing their knowledge of brands. Specific questions will be given at the same time as the case.

Case #2: Building Brand Community on the Harley-Davidson Posse Ride

In this assignment, students will be asked to explore the promotional strategy and tactics that Harley-Davidson uses to build customer loyalty. Specific questions will be given at the same time as the case.

Criteria	150-135 points	135-120 points	120-105 points	<105 points
Paper Analysis	Effectively referenced course content and appropriately applied principles; fully addressed all of the questions with a thorough and insightful response; justified answers; discussions,	Effectively referenced course content, but did not appropriately apply principles; fully addressed all of the questions with an adequate response; justified answers; discussions, conclusions and	Referenced course content but did not apply principles correctly; addressed most of the questions without detail; justified answers; discussions, conclusions and recommendations were unclear or	Did not reference course content or appropriately applied principles; did not address all of the questions discussions, poor analysis, insufficient depth or questionable rationale.

Criteria	150-135 points	135-120 points	120-105 points	<105 points
Format	conclusions and recommendations demonstrated a strong understanding of course content.	recommendations demonstrated a good understanding of course content.	incorrect.	
APA Style	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.
	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.

Mid-term exam

The mid-term exam is an individual, take-home, open-book write-up on the material covered up to week 6, included. The questions will be applied to a product of your choice and will be distributed and posted on Moodle, on Monday Oct. 6th after class.

The write-up is expected at the beginning of the following class, on Monday Oct. 13th.

Criteria	150-135 points	135-120 points	120-105 points	<105 points
Answers to the questions / Content	Effectively referenced course content and appropriately applied principles; fully addressed all of the questions with a thorough and insightful response; justified	Effectively referenced course content, but did not appropriately apply principles; fully addressed all of the questions with an adequate response; justified answers;	Referenced course content but did not apply principles correctly; addressed most of the questions without detail; justified answers; discussions, conclusions and	Did not reference course content or appropriately applied principles; did not address all of the questions discussions, poor analysis, insufficient depth or questionable

Criteria	150-135 points	135-120 points	120-105 points	<105 points
Format	answers; discussions, conclusions and recommendations demonstrated a strong understanding of course content.	discussions, conclusions and recommendations demonstrated a good understanding of course content.	recommendations were unclear or incorrect.	rationale.
APA Style	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.
	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.

Class Participation

Class Discussion is part of the Class Participation grade and is evaluated both on quality and quantity of the students' comments, questions and answers. Students are expected to arrive to class on time and prepared to have a meaningful discussion about the course material.

Criteria	130-117	117-104	104-91	<91
Class Discussion	Arrives to class on time; demonstrates that s/he has read the course material; gives full attention during the lecture; respectfully participates in	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	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 and / or does not give full attention and distracts others during lectures; is disrespectful to instructor and

Criteria	130-117	117-104	104-91	<91
	class discussion with value-adding comments and questions; does not distract other students; shows motivation and enthusiasm.	other students; shows motivation and enthusiasm.		other students.

Workshops are part of the Class Participation grade and include open book in-class exercises accomplished with the help of the instructor. They may be individual or in teams. Students may be required to hand-in a hand-written paper at the end, or not.

When assignments are done in teams, all students will earn the same number of points.

Criteria (points x7)	20-19	18-17	16-15	14 and less
Workshops	Demonstrates that s/he has read the course material; respectfully participates in the team work, with motivation and enthusiasm; focuses on the task at hand without distractions; is willing to represent the team in front of the class and does this with excellence.	Demonstrates that s/he has read the course material; respectfully participates in the team work, with motivation and enthusiasm; focuses on the task at hand without distractions.	Respectfully participates in the team work; focuses on the task at hand without distractions.	Does not give full attention to the task at hand and distracts others; is disrespectful to instructor and other students.

Contributions are part of the Class Participation grade and are short team presentations on specific given topics or textbook chapters, for the benefit of the whole class. Each team will do one contribution.

When assignments are done in teams, all students will earn the same number of points.

Criteria	80-72	72-64	64-56	<56
Contribution	Demonstrates excellent understanding of the topic; covers three different topics; presents a show that is creative, new, interesting, and fun; succeeds in	Demonstrates excellent understanding of the topic; covers three different topics; presents a show that is creative, new, interesting, and fun.	Demonstrates understanding of the topic; covers three different topics; presents a show that does not add anything new compared to the textbook.	Does not understand the topic; presents a show that is irrelevant; does not cover three different topics.

Criteria	80-72	72-64	64-56	<56
	involving the class.			

Additional information on the Contributions

The purpose of this exercise is to understand and to *illustrate in an interesting, creative and fun way* for the other students the key topics of marketing.

Each contribution will last 20-30 minutes and will include 3 or more topics of the assigned chapter. You will be making a show, i.e. you have the floor, find creative ways to explore the topics with the class.

You are free to use any props, audiovisual material, tools, etc provided that they are in line with the school's regulations. You are free to use videos, skits, debates, activities, short cases, games, physical products, or any other technique that you think appropriate.

The class *must* be involved. However, whatever you do with the class, the class must not have to use electronic devices to respond.

I will not interfere with your show. I will add or further explain points after it. More precise instructions and topics will be distributed in class and posted on Moodle.

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>

Any part of this syllabus may change to better serve the requirements of the class.