

Course Syllabus: BSE 2610 Foundations of Marketing

Term: Fall 2017	Section: C1
Credit Hours: 4	Prerequisite: BSE 2211

Brian Vollmert, Assistant Professor of Marketing**Department Office Phone:** 773-244-5719**Office:** SBNM First Floor (5043 N. Spaulding)**Cell Phone:** 847-404-2310 (Call or Text)**Email:** bpvollmert@northpark.edu**AVAILABILITY**

On Campus Office Hours: Tuesday (12:00 p.m. - 2:00 p.m. and 4:30 p.m. – 5:30 p.m.) and Thursday (12:00 p.m. - 2:00 p.m.) and by appointment.

Virtual/Remote Office Hours: Maintained via email, cell phone and text.

- *If you text or leave a voicemail, please begin by stating your first and last name and the course.*
- *If you want me to call you back, please provide the phone number and the latest time of evening I can call. If no time is provided, I will not return the call past 9:30 p.m. (FYI, I teach until 9:50 p.m. Mondays & Tuesdays)*

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

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.

REQUIRED TEXT

- **Textbook:** Kotler, P & Armstrong, G. (2016). *Marketing: An Introduction* (16th ed.). Upper Saddle River, NJ: Prentice-Hall. ISBN: 978-0-13-379502-8
- **Multimedia Case:** Gupta, S., Addis, M., & Page, R. January 26, 2015. Eataly: Reimagining the Grocery Store. Harvard Business Review. * Student accounts will be billed for the case.

ESSENTIAL IDEA OBJECTIVES

North Park University uses the IDEA course rating system to measure student progress toward learning objectives and to measure student satisfaction with their overall learning experience. These course evaluations are administered at the end of the term, and you will be notified by email when they are

ready for you to complete. The results of these evaluations are very important to us and we use them for ongoing efforts to improve the quality of our online courses.

The overarching IDEA objectives for this course are the following:

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.

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

1. the business purpose of marketing;
2. 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 and discussions are designed to achieve the course and IDEA objectives.

COMPUTER REQUIREMENTS

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. 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.

MINIMUM TECHNICAL SKILLS

This course assumes minimum technical skills including the use of the following:

- Canvas
- e-mail with attachments
- Microsoft Office
- Adobe Reader

GRADING

Assignment	Points Possible
Class Attendance	20
LinkedIn Marketing Practitioner Interview	20
Individual (Writing Intensive) Topic Paper	50
Exam 1	50
Students Teaching Students (STS) Group Chapter Presentation	30
Exam 2	50
Streaming Music Platform Group Presentation	80
Total	300
Extra Credit Opportunities	
Student Participation	10
Writing Intensive Meeting with Patty Hurley (Library)	5

GRADE MAPPING

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
279-300	A (93-100%)	240-248	B- (80-82%)	201-209	D+ (67-70%)
270-278	A- (90-92%)	231-239	C+ (77-79%)	189-200	D (63-66%)
261-269	B+ (87-89%)	219-230	C (73-76%)	180-188	D- (60-63%)
249-260	B (83-86%)	210-218	C- (70-72%)	179 and below	F (<60%)

ASSIGNMENT GRADING POLICIES

1. All assignments must be completed to pass this course.
2. Late assignments will only be accepted and graded if submitted up to one week after the due date and will receive a point reduction equal to 20 percent of the assignment's point value. Therefore, any assignment submitted later than the beginning of the class period one week after the due date will not be accepted and will result in zero points earned.
3. Coursework is intended to be a reflection of your individual effort. Therefore, unless specified by the instructor, all work is to be completed individually.
4. Plagiarism and cheating in the course could result in an "F" and is defined by the University's Academic Policy Statement.
5. The detailed components of your grade will be posted in Canvas. It is your responsibility to audit regularly for accuracy and to request any required corrections. Final grades will be made available within a week upon the completion of the course and are found in Canvas and WebAdvisor.

STUDENT RESPONSIBILITIES

1. As a member of this course, join the instructor and adhere to the following "rules of civility": Assume Positive Over Negative, Be Authentic/Genuine, Pay Attention, Listen, Be Inclusive, Show Respect, Apologize, Give Constructive Feedback, and Take Responsibility.
2. Attend class and arrive on time.
3. Notify the instructor by email or text message in advance of being absent for class
4. If you will not be in class when an assignment is due, email it to the instructor by or before the assigned date/time or it will be considered LATE.
5. Prepare for class by completing all scheduled readings and assignments.
6. Maintain a positive learning environment in the classroom.

7. Understand that the contents of this syllabus can change at the instructor's discretion.

INSTRUCTOR RESPONSIBILITIES

1. Provide a positive learning environment by implementing and personally adhering to the following "rules of civility": Assume Positive Over Negative, Be Authentic/Genuine, Pay Attention, Listen, Be Inclusive, Show Respect, Apologize, Give Constructive Feedback, and Take Responsibility.
2. Serve as a resource in and out of the classroom.
3. Prepare and facilitate curriculum consistent with best practices of instruction.
4. Maximize supplemental curriculum with relevant and current resources to enhance relevance.
5. Provide timely responses.

ASSIGNMENT SPECIFICATIONS**STUDENT ATTENDANCE (20 POINTS)****Grade Map**

Criteria: # of Absences During Semester	Points Earned
0-1	20
2	17
3	15
4	10
5 or more	0

MARKETING PRACTITIONER INTERVIEW (20 POINTS)

Each student will identify and secure a telephone conversation with two marketing professionals from the profit or nonprofit sector sourced through LinkedIn. The interview will consist of the following three assigned questions:

1. "What do you wish you knew about being a marketing professional before you became one?"
2. "What are two of the most common mistakes you see rookie marketers make within their first year?"
3. "Specifically, which websites, publications, YouTube channels, association memberships, networking resources etc. do you rely on to keep up to date on best practices and trends related to marketing?"

Each student must also collect contact information for each professional interviewed including: first and last name, title, name of company/organization, phone number, and email address. Answers from all students will be compiled, organized and distributed so that every student benefits from all the interviews. Additional information and instruction will be provided relative to the protocols associated with making such a request. A web-based form will be provided for you to submit your completed assignment.

Marketing Practitioner Interviews Grade Map

Deliverable/Assignment	Points Available
Complete answers for Questions 1, 2 & 3 for Interviewee #1	10 points
Complete answers for Questions 1, 2 & 3 for interviewee #2	10 points

STS (STUDENTS TEACHING STUDENTS) CHAPTER ASSIGNMENT (30 POINTS)

Students will work in groups to create instructional materials and activities to teach classmates the material from the assigned chapter and facilitate the instruction to the class on the assigned date. Each group will have 45 minutes to complete the instruction. Details will be provided during class.

EXAM 1 & 2 (50 POINTS EACH)

Each exam will cover all assigned course materials and lectures. Questions will be multiple choice and/or short-essay. Details will be provided during class.

WRITING INTENSIVE ASSIGNMENT (50 POINTS)

Successful completion of this writing assignment will satisfy the **Writing Intensive** component of this course and therefore requires adherence to a specific protocol involving consultation with a writing advisor from the NPU Writing Center. Additional details including the grading rubric will be shared in class.

MARKETING PLAN GROUP ASSIGNMENT (80 POINTS)

Students will work in groups to develop a marketing plan to increase subscribers in the United States specifically of the 65 years old and older age demographic segment for a streaming music services. I will assign each group one of the following service providers.

- | | |
|-----------------|----------------|
| 1. Spotify | 4. Google Play |
| 2. Pandora | 5. Apple Music |
| 3. Amazon Prime | 6. Sound Cloud |

Notes:

- Each group should upload only one copy of the presentation materials.
- No research paper or marketing plan document is required. Only the presentation materials.
- Each group will present for a minimum of 15 and a maximum of 20 minutes.
- Additional details will be provided during class.

STUDENT PARTICIPATION (10 POINTS EXTRA CREDIT)**Grade Map**

Criteria – For the duration of the course	Points
Plays an active role in discussions (ongoing). Comments advance the level and depth of the dialogue (consistently). Group dynamic and level of discussion are consistently better because of the student's presence.	10 Points
Participates constructively in discussions (ongoing). Makes relevant comments based on the assigned material (ongoing). Group dynamic and level of discussion are occasionally better (never worse) because of the student's presence.	5 Points
Limited interaction with peers. Participates constructively in discussions and makes relevant comments based on the assigned material. Group dynamic and level of discussion are not affected by the student's presence.	0 Points
Virtually no interaction with peers. Rarely participates. Comments are generally vague or drawn from outside of the assigned material. Demonstrates a noticeable lack of interest (on occasion). Group dynamic and level of discussion are harmed by the student's presence.	0 Points

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.

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.

STUDENTS WITH DISABILITIES

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Student Success Learning Specialist by email at lmebner@northpark.edu or by phone at (773) 244-5737, or stop by the Student Engagement office located on the 1st floor of the Johnson Center. Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner.

TITLE IX

Students who believe they have been harassed, discriminated against, or involved in sexual violence should contact the Dean of Students (773-244-5565) or Director of Human Resources (773-244-5599) for information about campus resources and support services, including confidential counseling services.

As a member of the North Park faculty, we are concerned about the well-being and development of our students, and are available to discuss any concerns. Faculty are legally obligated to share information with the University's Title IX coordinator in certain situations to help ensure that the student's safety and welfare is being addressed, consistent with the requirements of the law. These disclosures include but are not limited to reports of sexual assault, relational/domestic violence, and stalking.

Please refer to North Park's Safe Community site for contact information and further details.

<http://www.northpark.edu/Campus-Life-and-Services/Safe-Community>

ACCESSIBILITY STATEMENTS

- Canvas <https://www.canvaslms.com/accessibility>
- Google <https://www.google.com/accessibility/>
- YouTube <https://www.google.com/accessibility/all-products-features.html>
- Adobe <http://www.adobe.com/accessibility.html>

PRIVACY POLICIES FOR EXTERNAL WEBSITES

- Canvas <https://www.canvaslms.com/policies/privacy>
- Google <https://www.google.com/policies/privacy/>
- YouTube https://www.youtube.com/static?template=privacy_guidelines
- Adobe <http://www.adobe.com/privacy.html>

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 the instructor (preferably by email) **prior to** that session. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance affects the final point adversely.