

Course Prefix/Number/Title:

BADM 201 – Principles of Marketing

Credits: 3 credits

Course Description:

This is an introductory course which incorporates both traditional and contemporary aspects of marketing. Topics include environmental analysis and marketing research, consumer analysis, product (service) planning, distribution planning, price planning, promotion planning, social responsibility, and marketing management.

Course Objectives:

After taking this course students should be able to:

- Identify important marketing concepts and be able to apply them.
- Analyze and critically discuss important marketing issues.
- Analyze and discuss diversity as it affects marketing.
- Understand that marketing is truly all around us and affects everyone.
- Identify and effectively communicate the marketing process.
- Understand consumer behavior and target markets.
- Develop a marketing plan.

Pre/Co-requisite: None

Instructor:

Keri J. Keith

Office:

Thatcher Hall 205

Office Hours:

11-12:00 Monday - Friday

Phone:

701-228-5624

Email:

keri.keith@dakotacollege.edu

Lecture/Lab Schedule:

T/R: 9:30-10:45

TH 2211

Textbook(s):

Marketing, 13th Edition – Kerin, Berkowitz, Hartley, & Rudelius. ISBN: 978-1-259-57354-5

Course Requirements:

Course requirements consist of class participation, assignments, quizzes, and exams.

All assignments will be turned in through Blackboard.

All PowerPoint notes are available in Blackboard.

Grade Weighting

4 exams @ 100 points each:	400 points
Research assignment (census):	25 points
In-class videos and Questions (4 at 25 pts)	100 points
You bought what?	100 points
Product Creation assignment:	200 points
<u>Participation:</u>	<u>75 points</u>
Total:	900 points

Grading Scale

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Less than 60%	F

Tentative Course Outline

Date	Planned Activities
August 24 W1	Start to Class Introduction, syllabus, student introductions.
August 26 W1	Lecture, chapter 1
August 31 W2	Lecture chapter 2
Sept 2 W2	Lecture chapter 3, part one.

September 7 W3	Lecture chapter 3, part two. Assignment: Go to www.census.gov and find the following market-related information: A. Population of the United States B. Population of North Dakota C. Population of Bottineau County D. Population of Ward County E. Population of Cass County.
September 9 W3	Lecture chapter 4. Review for Exam 1.
September 14 W4	Exam 1
September 16 W4	Lecture chapter 8.
September 21 W5	Lecture chapter 5.
September 23 W5	Complete Applying Marketing Knowledge Questions 1-4 on page 146
September 28 W6	Chapter 9 - Assign "You Bought What" assignment
September 30 W6	Class time to work on assignment and presentation
October 5 W7	You Bought What Assignment Presentation
October 7 W7	You Bought What Assignment Presentation
October 12 W8	Lecture chapter 6
October 14 W8	Lecture chapter 7
October 19 W9	Review for Exam 2 In-Class video and questions
October 21 W9	Exam 2
October 26 W10	Lecture chapter 10.
October 28 W10	Lecture chapter 13 and 14
November 2 W11	In-Class Assignment: Creating a Product and Developing a Marketing Strategy

	In-Class Assignment: Present Product and Marketing Strategy
November 4 W11	Class time to work on presentation
November 9 W12	Complete Presentations All Papers are Due
November 11 W12	Complete Presentations
November 16 W13	Lecture chapter 15
November 18 W13	Lecture chapter 17
November 23 W14	Review for Exam 3 In-Class video and questions
November 25 W15	No Class – Thanksgiving Break
November 30 W16	Exam 3
December 2 W16	Lecture chapter 11, 19.
December 7 W17	Lecture chapter 18. Review for Final Exam
December 9 W17	Final Exam

CTE Competency/Department Learning Outcome(s): The student learning competencies of career and technical education degree programs are as follows:

- Employ industry-specific skills in preparation for workplace readiness
- Combine general education and vocational skills curriculum

Relationship to Campus Theme: A focus on the growing “green” movement in business marketing and management. Also addressing consumption and the new technologies that are affecting the business industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole as emerging leaders.

Classroom Policies:

Absences and Assignment Due Dates: Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your

assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time. Most assignments can be posted in BlackBoard. That way the assignment has a time stamp for due date compliance.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early.

If you miss an exam you must contact me within 24 hours of the missed exam to arrange for a time to make up the exam. Exams must be made up within 72 hours of the original exam time. If you do not contact me within 24 hours a grade of 0 will be entered for the exam that was missed. **Students are only allowed to make up ONE exam per course.** The exam grade will be docked 10% per day for late points.

Do NOT wear headphones during tests. They are not allowed.

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by completing the same criteria, thus making you equals. As emerging leaders, you are expected to show respect for each other's differences. Conflicting opinions are part of life and will create dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student's responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

Student Email Policy:

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

Academic Integrity:

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

Disabilities or Special Needs:

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

Title IX:

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.