

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title:

BADM 201 – Principles of Marketing

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, pricing, promotion planning, social responsibility, overall marketing implementation and program evaluation.

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 basic marketing plan.

Instructor:

Keri J. Keith

Office:

Thatcher Hall 205

Office Hours:

1:00 – 2:00 pm: Monday, Wednesday and Friday

11-12 pm: Tuesday and Thursday

Phone:

701-228-5624

Email:

keri.keith@dakotacollege.edu

Lecture/Lab Schedule:

T/R: 9:30-10:45

TH 2211

Textbook(s):

Marketing, 10th Edition – Kerin, Berkowitz, Hartley, & Rudelius. ISBN: 978-0-07-352993-6

Course Requirements:

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

Grade Weighting

4 exams @ 100 points each:	400 points
Research assignment:	25 points
In-class Movie and Questions	75 points
You bought what?	100 points
Product Creation assignment:	200 points
<u>Participation:</u>	<u>75 points</u>
Total:	875 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 26 W1	Start to Class Introduction, syllabus, student introductions.
August 28 W1	Lecture, chapter 1
Sept 2 W2	Lecture chapter 2

Sept 4 W2	Lecture chapter 3, part one.
September 9 W3	Lecture chapter 3, part two. Assignment: Go to www.fedstats.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 11 W3	Lecture chapter 4. Review for Exam 1.
September 16 W4	Exam 1
September 18 W4	Lecture chapter 8. Assign "You bought what?"
September 23 W5	Work on You bought what?
September 25 W5	You bought what? Presentation All papers are due!
September 30 W6	You bought what? Presentation
October 2 W6	Lecture chapter 5.

October 7 W7	In class movie and questions activity Keri at Leadership Conference
October 9 W7	Lecture chapter 6
October 14 W8	Lecture chapter 7.
October 16 W8	Lecture chapter 9.
October 21 W9	Review for Exam 2 In-Class video and questions
October 23 W9	Exam 2
October 28 W10	Lecture chapter 10. Assign Creating a Product and Developing a Marketing Strategy
October 30 W10	In-Class Assignment: Creating a Product and Developing a Marketing Strategy
November 4 W11	Project Due In-Class Assignment: Present Product and Marketing Strategy All Papers Due
November 6 W11	Complete Presentations
November 11 W12	No Class- Veterans Day
November 13 W12	Lecture chapter 13

November 18 W13	Lecture chapter 15
November 20 W13	Lecture chapter 18.
November 25 W14	Review for Exam 3 In-Class video and questions
November 27 W15	No Cass – Thanksgiving Break
December 2 W16	Exam 3
December 4 W16	Lecture chapter 11.
December 9 W17	Lecture chapter 19. Review for Final Exam
December 11 W17	Final Exam

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: If a student must miss class, he/she must contact the instructor within 24 hours of the class period. 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.

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.

Electronic Devices: Silence cellular phones, pagers, CD players, radios, and similar devices in the classroom and laboratory facilities. Reasonable laptop-size computers may be used in lecture for taking notes. If this is an IVN course, cell phone must be turned off at all times in class! I will not tolerate texting, playing games, watching videos or anything else that is disruptive to the class and others around you. You will be asked once to put the phone away, if asked again you will be asked to leave.

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.

Electronic Communication: If you are contacting me through email – you must use your Dakota College email account. Emailed assignments that are not sent through your Dakota College account will not be accepted. This is a school-wide policy.

Academic Integrity:

Plagiarism: To plagiarize is to “steal and pass off the ideas or words of another as one's own” (*Webster's Dictionary*). **Plagiarism will not be tolerated in this course.** When completing a research paper, it is necessary to cite all information gathered from other sources - including direct quotations and paraphrases - within the text of the paper using parenthetical notes at the end of the documents in a works cited list. A handout regarding the MLA guidelines is available

at the writing center if you would like further information. Students are expected to follow MLA guidelines for the research paper. If you have any questions - please contact myself or go to the learning center for more information. **Students found plagiarizing material will receive a "0" for the assignment.**

Cheating: Cheating will not be tolerated. Any student found to be cheating will receive a 0 on the assignment; an additional incidence of cheating will result in the student being dismissed from the course.

Disabilities and Special Needs:

If you have any condition, such as a physical or learning disability, for which you need extra assistance, please inform me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made.