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, 9th Edition – Kerin, Berkowitz, Hartley, & Rudelius. ISBN: 978-0-07-340472-1

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
Taste Test assignment:	100 points
Product Creation assignment:	200 points
Participation:	75 points
Total:	800 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, 2009 W1	Start to Class Introduction, syllabus, student introductions.
August 26 W1	Lecture, chapter 1
August 31 W2	Lecture chapter 2

September 2 W2	Lecture chapter 3, part one.
September 7 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 9 W3	Lecture chapter 4.
September 14 W4	Review for Exam 1.
September 16 W4	**Exam 1**
September 21 W5	Lecture chapter 8.
September 23 W5	In-Class Assignment: Taste Testing Assignment
September 28 W6	Taste Test Day and Findings Presentation
September 30 W6	Lecture chapter 5.

October 5 W7	Lecture chapter 6
October 7 W7	Lecture chapter 7.
October 12 W8	In class activity Keri at Leadership Conference
October 14 W8	Lecture chapter 9.
October 19 W9	Review for Exam 2
October 21 W9	**Exam 2**
October 26 W10	Lecture chapter 10.
October 28 W10	In-Class Assignment: Creating a Product and Developing a Marketing Strategy
November 2 W11	In-Class Assignment: Creating a Product and Developing a Marketing Strategy
November 4 W11	In-Class Assignment: Creating a Product and Developing a Marketing Strategy
November 9 W12	**Project Due** **In-Class Assignment: Present Product and Marketing Strategy**
November 11 W12	**No Class - Veterans Day**
November 16 W13	Lecture chapter 13
November 18	Lecture chapter 15

W13	
November 23 W14	Lecture chapter 18. Review for Exam 3
November 25 W15	No Class - Thanksgiving Break
November 30 W15	**Exam 3**
December 2 W16	Lecture chapter 11.
December 7 W16	Lecture chapter 19. Review for Final Exam
December 9	**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.

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!

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.

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.