

Principles of Marketing

BADM 201

3 Credits

Instructor:

Keri J. Keith, MA

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Office Hours:

10:00 – 11:00 am: Monday, Wednesday and Friday

2-3:00 pm: Tuesday and Thursday

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.

Required Text:

Marketing, 10th Edition – Kerin, Berkowitz, Hartley, & Rudelius.

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.
- These course objectives meet the following MSU-B General Education Goals; #1, to develop the ability to communicate, #2, to develop thinking skills, #8, to understand and appreciate cultural diversity, and #9, to develop lifelong learning skills.

Course Requirements and Evaluation:

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

Grade Weighting

4 exams @ 100 points each:	400 points
Research assignment:	25 points
Product Creation assignment:	200 points
In class Assignments:	150 points
Total:	775 points

Grading Scale

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

Course Policies:

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.**

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.

Need for Assistance: 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.

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!

Additional university policies and procedures are located in the Student Handbook which can be viewed online at <http://www.msub.edu/pdf/studenthandbook.pdf>

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.

- Week 1: Start to class, introductions, Chapter 1
- Week 2: Chapter 2 and 3
- Week 3: Chapter 4 and **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.**
- Week 4: Exam 1, chapters 1-4. Chapter 8
- Week 5: Chapters 5 and 6
- Week 6: Chapters 7 and 9
- Week 7: Exam 2 - Chapters 5-9
- Week 8: Chapter 10, Assignment – Create product and marketing strategy
- Week 9: Class time for assignment
- Week 10: Product and strategy due
- Week 11: Chapter 13
- Week 12: Chapter 15 and 18
- Week 13: Exam 3 - Chapters 10, 13, 15 and 18
- Week 14: Chapter 11
- Week 15: Chapter 19
- Week 16: Final exam - Chapters 11 and 19

