

# Upper Iowa University Independent Study Program

## BA 208-09 Marketing Principles

### **COURSE DESCRIPTION:**

This course surveys the role of marketing and its place in society, in profit and not-for-profit organizations. Emphasis is placed on consumer orientation, the marketing concept, product, price, distribution, and promotion. The course provides a basis of understanding for advanced marketing courses. Three semester credits.

### **COURSE GOALS/LEARNING OBJECTIVES:**

Upon completion of the Marketing Principles course, the successful student should be familiar with the following aspects of the subject and should be able to apply them to actual situations encountered in the business world.

1. To gain knowledge of marketing activities and an understanding of marketing problems faced by the firm.
2. To develop an appreciation for the application of a number of planning and analytical tools that are useful in managing the market function.
3. To provide a forum for the application of ideas learned in other university courses.
4. To expose the student to the emerging concepts of marketing management to meet today's challenges and to anticipate the marketing challenges of the new century.
5. To provide a broad understanding of marketing problems, strategies, institutions, and tools related to the implementation of effective marketing programs.
6. To give the student a feel for the political, social, and economic environment in which marketing managers must function.

### **SKILLS:**

1. Read critically and write clearly.
2. Define problems, distinguish between fact and opinion and propose and evaluate solutions.
3. Develop an understanding of divergent cultural perspectives and develop an understanding of the impact of environmental influences on consumer behavior.
4. Create a sense of imagination and creativity.

5. Evaluate situations from an ethical perspective.
6. Sharpen ability to glean information from statistical data.
7. Evaluate and understand current research the field.

### **REQUIRED COURSE MATERIALS:**

1. *Basic Marketing: A Marketing Strategy Planning Approach*, William D. Perreault, Jr., Joseph P. Cannon, and E. Jerome McCarthy, 17<sup>th</sup> edition, Boston: McGraw-Hill Irwin, Inc., 2009.
2. Syllabus

You may purchase your textbook through MBS Direct by calling their toll free number at: 800-325-3252 or through the UIU homepage: [www.uiu.edu](http://www.uiu.edu). Click on the link for current students then select order textbooks from the options in the left hand column. Follow the link and select Independent Study for your location.

### **WRITING PROFICIENCY:**

All papers and research are to be completed via APA style. We expect appropriate writing skills of proper grammar, punctuation, sentence structure, paragraph development, and logical sequence of thought in all written work, and exams.

It is also recommended that all students purchase the *Publication Manual of the American Psychological Association* listed on the UIU website for \$28.00 new.

### **CITATION:**

Encyclopedias of any kind, including the very popular Wikipedia, are not primary sources and should not be cited or used in constructing academic papers at the graduate or undergraduate level. They can, however, be useful to help gather some background information and to point the way to more reliable sources.

### **COURSE OVERVIEW:**

This introductory undergraduate marketing course is designed to help you identify, explain and apply the important concepts in marketing. The selected text is well written, easy to understand, and mostly self-explanatory. The course consists of six study units, a proctored midterm exam covering the first three units, and a final exam covering only the remaining three units. Each of the units will include a reading assignment, multiple-choice questions, five questions requiring short written answers, and a case study. The midterm and final exams will include multiple choice and short answer questions only.

## READINGS

Unit 1: Chapters 1, 2, and 3

Unit 2: Chapters 4, 5, 6 and 7

Unit 3: Chapters 8, 9, and 10

Unit 4: Chapters 11, 12, 13, and 14

Unit 5: Chapters 15, 16, 17, and 18

Unit 6: Chapters 19, 20, and 21

## Exams

Midterm: Units 1-10

Final: Units 11-21

## ASSIGNMENTS:

Unit	Chapters/Titles
1	1. Marketing's Value to Consumers, Firms, and Society 2. Marketing Strategy Planning 3. Evaluating Opportunities in the Changing Marketing Environment  <i>Case Study: McDonald's "Seniors" Restaurant - Page 648</i>
2	4. Focusing Marketing Strategy with Segmentation and Positioning 5. Demographic Dimensions of Global Consumer Markets 6. Final Consumers and Their Buying Behavior 7. Business and Organizational Customers and Their Buying Behavior  <i>Case Study: Global Steel Company - Pages 652-653</i>
3	8. Improving Decisions with Marketing Information 9. Elements of Product Planning for Goods and Services 10. Product Management and New-Product Development  <i>Case Study: File-It Supplies, Inc - Pages 659-660</i>
<b>Midterm Exam - Chapters 1-11</b>	
4	11. Place and Development of Channel Systems 12. Distribution Customer Service and Logistics 13. Retailers, Wholesalers, and Their Strategy Planning 14. Promotion - Introduction to Integrated Marketing  <i>Case Study: OurPerfectWedding.com - Pages 666-668</i>

Unit	Chapters/Titles
5	15. Personal Selling and Customer Service 16. Advertising and Sales Promotion 17. Pricing Objectives and Policies 18. Price Setting in the Business World  <i>Case Study: DrRay.com - Pages 658-659</i>
6	19. Implementing and Controlling Marketing Plans: Evolution and Revolution 20. Managing Marketing's Link with Other Functional Areas 21. Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges  <i>Case Study: Mama Rossi's Pizza - Pages 686-688</i>
<b>Final Exam - Chapters 12-21</b>	

**I do accept – and encourage – assignments sent to me via e-mail as an attachment(s).** If you would like me to e-mail you the Excel file that has all of the answer sheet forms so that you can highlight the specific box via a different color font – or fill it in with yellow – just send me an e-mail and I will e-mail you the file that has the answer sheet forms for all 6 units. If sending me your assignments via e-mail – please note the course number and unit number in the subject line of your e-mail - example: **BA 208-09 Unit 1.** I will accept – **but do not prefer** – PDF attachments (documents you scan in) as I cannot go in and make notations on a PDF file as to which problems you answered incorrectly.

The best approach to this course is to **read the assignment** in the text, **answer the multiple choice questions** and then address the **short discussion questions**. Responses to the short discussion questions should be typewritten unless you have no access to a word processor. Emphasis should be placed on the **quality** of the answers and **not on the length**. Be concise, yet complete in your response. Generally, one or two paragraphs will be sufficient.

The **case studies** will allow you to apply the principles of marketing you have learned to the specific case you are reviewing. All the questions which are posed at the end of the case should be addressed in your narrative but you need to provide much more than just an answer. The case studies require thought and analysis and I will be looking for your ideas and the benefit of your experiences. One to two, double spaced and typewritten pages will generally allow you to cover the required material.

In all your written work, it is important to remember that you will be evaluated on the extent to which the answers adhere to the accepted principles of proper English expression (i.e. grammar, word usage, spelling and punctuation) as well as the clear organization of ideas.

### **EXAMINATION INFORMATION:**

You should begin studying for the examinations as you complete each unit. Upon nearing completion of the first three units, you should request that the midterm exam be mailed to you

proctor (be sure to request it **three weeks in advance**). The midterm exam will contain 100 multiple choice and five “short essay” questions similar to those you have completed in your lessons. There will be no case studies in the exam. You can, and should, use your corrected lessons to prepare for the exam. **I have provided "study guides" later on in this syllabus to further help you prepare for the midterm and final exams.** I have found that those students who utilize my study guides generally do exceptionally well on the exams (hint, hint – nudge, nudge).

Upon nearing completion of the rest of the course, you should request that the final exam be mailed to the proctor. It will be similar to the midterm but will cover only the second half of the course. I have provided a "study guide" later on in this syllabus to further help you prepare for the final exam.

**No notes, books, or other materials are allowed when taking the proctored exams.** The exams are not easy but if you have properly prepared the previous assignments and have studied the material in a timely and efficient manner, you should not suffer undue stress or hardship.

**COMPOSITION OF GRADE:**

Each Unit consists of:

5 short discussion questions @ 5 points each	25 points
50 multiple choice questions @ 1 point each	50
1 case study @ 25 points	<u>25</u>
<b>TOTAL POINTS PER UNIT</b>	<b>100 points</b>

Each of two proctored exams consists of:

5 short essay questions @ 20 points each	100 points
100 multiple choice questions @ 2 points each	<u>200</u>
<b>TOTAL POINTS PER EXAM</b>	<b>300 points</b>

**Grading:**

Unit 1:	100 points
Unit 2:	100 points
Unit 3:	100 points
Midterm Exam:	300 points
Unit 4:	100 points
Unit 5:	100 points
Unit 6:	100 points
<u>Final Exam:</u>	<u>300 points</u>
<b>TOTAL</b>	<b>1,200 points</b>

### Points Allocation:

Activity	Total Points	Percent of Total
Multiple choice questions	300	25.0%
Short discussion questions	150	12.5%
Case studies	150	12.5%
Exams	600	50.0%
TOTAL	1,200	100.0%

  

Percent/Grade	Total Points Earned
90 – 100% = A	1,080 - 1,200
80 – 89% = B	960 – 1,079
70 – 79% = C	840 – 959
60 – 69% = D	720 – 839
≤59% = F	≤ 719

### UPPER IOWA UNIVERSITY USES A STANDARD GRADING SYSTEM:

**A** = All work is excellent, shows exceptional understanding of materials; logical, clear, and insightful written and oral work, incorporates knowledge from other sources and moves easily to the next level of understanding, works well beyond minimum requirements.

**B** = Understanding material is good to very good, demonstrates good grasp of material, good oral and written skills, produces more than the minimum requirements, quality of all work is high.

**C** = Satisfactory understanding of the material, submits only the minimum requirements, communicates adequately in oral and written formats, displays an adequate understanding of all basic concepts.

**D** = Quality and quantity written and oral work is below average and barely acceptable.

**F** = Quality and quantity written and oral work is unacceptable.

**NOTE:** In order to pass this course, you must get a passing grade (“D” or better), on at least one of the exams and have enough cumulative points to earn a passing grade.

### CHEATING, ACADEMIC DISHONESTY AND PLAGIARISM:

Because cheating, academic dishonesty and plagiarism are affronts to the University community as a whole and a denial of the offender’s own integrity, they will not be tolerated. Cheating includes but is not limited to:

- the use of unauthorized books, notes or other sources in the giving or securing of help in an examination or other course assignments,
- the copying of other students’ work or allowing others to copy your work,
- the submission of work that is not your own or allowing others to submit your work as theirs,
- the submission of the same work for two or more classes without the approval of any instructors involved.

Academic dishonesty includes, but is not limited to:

- sharing academic materials knowing they will be used inappropriately,
- having access to another person’s work without permission,
- providing false or incomplete information on an academic document,

- changing student records without approval.
- obtaining and using texts intended for instructor use only.

Plagiarism includes, but is not limited to:

- the presentation of another's published or unpublished work as one's own,
- taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source,
- using charts, graphs, statistics or tables without proper citation.

Detected cheating, academic dishonesty, or plagiarism will result in consequences that may, at the instructor's discretion, include course failure. In addition, an offender may be reported to the Senior Vice President for the Extended University, the Dean of the Extended University, or designee for possible disciplinary action, which may include suspension or dismissal from the University. Upper Iowa University may make use of various plagiarism detection services. Individuals, by enrolling in courses offered by the University, consent to submission by the University of course-related assignments to such services and the retention of a copy of such assignments by the service.

Cheating, academic dishonesty and plagiarism infractions are tracked by the Dean of the Extended University, and cumulative evidence collected from multiple incidents will be considered when making suspension or dismissal decisions.

Extended University Catalog 2008/09 page 98.

[http://www.uiu.edu/catalogs/eu/policies\\_1.html#conduct](http://www.uiu.edu/catalogs/eu/policies_1.html#conduct)

### **ATTENDANCE:**

Even though a student does not attend a regular classroom in the traditional sense and keep up with a set schedule of assignments, it should be pointed out how important it is to keep yourself on a regular timely schedule if possible to complete and send in units. It is too easy to set work aside and decide to do it later. Suddenly, the need to complete assignments and get them in by deadlines can become stressful and, at times, impossible. The key would be to set time aside on a regular basis and submit work in a timely manner.

### **LIBRARY RESOURCES:**

As a student of Upper Iowa University, you have access to the resources of the Henderson-Wilder Library on the Fayette campus. If travel to the campus is not feasible, you can access the library through the University's website. Go to: [www.uiu.edu](http://www.uiu.edu) and click on the Library option located on the left side of the home page. If you would like to use InfoTrac, please contact the UIU Library staff at [library@uiu.edu](mailto:library@uiu.edu).

### **WITHDRAWAL:**

If you wish to withdraw prior to the last day of the enrollment period you must contact the External Degree office by phone or in writing. After your original six month enrollment period you no longer have the option to withdraw from the course. You must finish the course or have a final grade assigned based on the coursework submitted.

**SPECIAL NEEDS:**

If you require accommodation for special needs, please provide documentation to: Academic Advising Coordinator.

**This syllabus is tentative and subject to change.**