BUS 251 Marketing

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NOTE: This is a textbook that includes a code to access specially resources on the Internet, so purchasing a used copy of the text is not an option. You won’t get a code if you purchase a used copy, and the code is necessary to complete the assignments. One of the reasons we are using this text is that it is one of the most affordable texts on the market for a survey course in marketing. The publisher has been able to reduce the cost by putting electronic and print resources online rather than in the text. If you purchase this book online, you run the risk of not having access to those electronic and print resources that you may need to complete assignments. I advise you to purchase this text through the Doane bookstore.

COURSE DESCRIPTION:
This course is an introduction to the adjustment of the firm to its market environment with emphasis on competitive strategy. Topics also include the international aspects of marketing.

COURSE OBJECTIVES:
Upon completion of this course, students will:
1. Understand the concept of "creating value for customers" from the perspective of customers, producers and society.
2. Practice creating and managing strong brands to create brand equity.
3. Build a marketing plan; develop strategic planning skills.
4. Understanding the concepts of measuring and managing return on marketing investments.
5. Understand and be able to discuss new marketing technologies.
6. Assess socially responsible marketing around the globe.

COURSE STRUCTURE:
You will complete four (4) marketing assignments. These assignments will work together to complete a marketing plan for an organization that you will create. The assignments will include:

1. Assessing and targeting your particular market.
2. Product branding, pricing, and delivery.
3. Development of an ad campaign (print, video, or electronic media).
4. Development of a system of measurement of the performance of your marketing campaign.

Assignments will be finished and e-mailed to me every two weeks during the term. This course will be conducted in a completely paperless environment. Class notes will be submitted to you via e-mail, class presentations will be made digitally, and assignments will be submitted to me via e-mail. (I retain the right to use the whiteboard during class; my one old school habit.)
The due dates for the assignments are as follows:
Assignment #1 due second class period = 25 points
Assignment #2 due fourth class period = 25 points
Assignment #3 due sixth class period = 25 points
Assignment #4 due last class period = 25 points

GRADING:
You can earn a maximum of 25 points for each of the four assignments for a maximum total of 100 points.

GRADING SCALE:
100 – 90 = A
89 – 80 = B
79 – 70 = C
69 – 60 = D
59 & below = F

ACADEMIC INTEGRITY POLICY:
This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That’s called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an “F”.