BUS 251 Marketing (3)

Instructor: Jennifer Worthington
Phone: (308) 398-0800
Jennifer.worthington@doane.edu


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 concepts of value and relationships from the perspectives of customers, producers, and society.
2. Understand the creation and management of strong brands to create brand equity.
3. Build components of a marketing plan, developing strategic planning skills;
4. Understand the concepts of measuring and managing return on marketing investment.
5. Discuss new marketing technologies.
6. Assess socially responsible marketing around the globe.

COURSE STRUCTURE:
You will complete four (4) marketing assignments and one paper. This course will be conducted in a completely paperless environment.

Each student will write a 7-10 page paper, APA format, on a topic from the text. The student has the option of developing a marketing plan, with the instructor’s help, instead of a topic paper. The instructor needs to approve the topic. Information for the paper will need to come from resources in addition to the text. All resources need to be cited and a reference page needs to be included, also in APA format.
The due dates for the assignments are as follows:
Assignment #1 due 1/31/14
Assignment #2 due 2/14/14
Assignment #3 due 2/28/14
Assignment #4 due 3/14/14
Paper due 3/14/14

**GRADING:**
You can earn a maximum of 20 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”.