Marketing (BUS 251)
3 Credit Hours
Doane College – Grand Island Campus
3180 West US Hwy 34, Grand Island, NE 68801-7279
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Course Description:
• An introduction to the adjustment of the firm to its market environment with emphasis on competitive strategy. Also covers international aspects of marketing. This course is required for Professional Studies in Business and Professional Studies in Accounting majors. It will satisfy one cognate requirement for Organizational Communication Majors.

Class Meeting Times:
• Tuesdays – 6:00 p.m. – 10:00 p.m.

Adjunct Professor:
• Mary Place – 402-631-8848 * Preferred Communication Mode – E-mail: mary.place@doane.edu

Course Objectives:
• The objectives of BUS 251 are to explore the dynamic field of business marketing through:
  • Exploration of the principles of marketing (product, price, placement and promotion).
  • Evaluation and exploration of the importance of market research (consumer behavior, demographics, psychographics, etc.) and various research methods (surveys, interviews, focus groups, etc.) used to determine market demand.
  • Understanding how to create brand awareness and utilizing various marketing channels appropriate to products and services: mass media, direct marketing, direct and indirect sales channels, referrals, etc.
  • Analysis of current marketing challenges and opportunities through text examples.
  • Development and presentation of a comprehensive, business marketing plan.
  • After successfully completing this course, students will understand the varied activities necessary in business marketing to successfully compete in a competitive and ever-changing marketplace.

Required Textbook:
• Marketing: Real People, Real Choices, 7/E, by Michael R. Solomon of Auburn University and Elnora Stuart of American University of Cairo. Publisher: Prentice Hall. ISBN 013217684X.

Handouts:
• Plagiarism: What It is and How to Recognize and Avoid It, Produced by Writing Tutorial Services, Indiana University, Bloomington, IN, taken from http://www.indiana.edu/~wts/wts/plagiarism.html.
• Doane College Academic Integrity Policy, reprinted from the Doane College Student Handbook. The Academic Dishonesty Policy was approved and adopted by the Doane College Faculty in May 1987.

Class Format:
The course will be conducted as a mixture of lecture, activities and a final, group project.

Assessment and Class Policies:
Points – 600 total:
- 150 points (25 per activity).
- 200 points (25 points per class participation).
- 250 points (final presentation).
- Note: all written assignments must be typed (double-spaced) and utilize APA style.
- Grading Scale –
  97%-100% = A+
  93%-96% = A
  89%-92% = B+
  85%-88% = B
  81%-84% = C+
  78%-80% = C
  74%-77% = D+
  70%-73% = D
  69% and Below = Failing Grade
- Policies:
  - All class meetings are mandatory.
  - Cellular telephones should be turned off during class unless needed for professional reasons.

Course Schedule:
Week 1 –
- Chapter 1: Welcome to the World of Marketing: Creating and Delivering Value
  - Complete activities “Marketing Concepts: Testing Your Knowledge” #2 and #9 on page 32.
- Chapter 2: Strategic Market Planning: Painting the Big Picture
- Chapter 3: Thriving in the Marketing Environment: The World is Flat
- Chapter 4: Marketing Research: Gathering, Analyzing and Using Information

Week 2 –
- Chapter 5: Consumer Behavior: How and Why People Buy
- Chapter 7: Sharpening the Focus: Target Marketing Strategies and Customer Relationship Management
- Chapter 8: Creating the Product

Week 3 –
- Chapter 9: Managing the Product
- Chapter 10: Services and Other Intangibles: Marketing the Product That Isn’t There
- Chapter 11: Pricing the Product
- Chapter 12: Catching the Buzz: Promotional Strategy and Integrated Marketing Communication
  - Complete activity “Marketing in Action Case” on page 403. Read and answer the questions.

Week 4 –
- Chapter 13: Advertising, Sales Promotion, and Public Relations
  - Complete activities “Marketing Concepts: Testing Your Knowledge” #1 and #5 on page 438.
- Chapter 14: Personal Selling, Sales Management and Direct Marketing
  - Complete activities “Marketing Concepts: Testing Your Knowledge” #1 and #2 on page 461.
- Chapter 15: Delivering Value Through Supply Chain Management: Channels of Distribution and Logistics
- Chapter 16: Retailing: Bricks and Clicks
Week 5 –
- Current Events
- Work on Final Project

Week 6 –
- Current Events
- Work on Final Project

Week 7 –
- Current Events
- Work on Final Project

Week 8 –
- Present Final Projects
- Course Review
- Course Evaluations