BUS 251 Marketing
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IMPORTANT NOTE:
New regulations under the Higher Education Act require us to verify the identity of a
person doing work in a class if we receive assignments, etc. from that student electronically.
We can comply with this regulation if our students submit things to teachers electronically
from their Doane College e-mail address or through Blackboard, because the college issued
that address, ID, and password. For that reason, I can only send assignments to your
Doane e-mail address, and I can only accept assignments submitted to me from your Doane
e-mail address.

TEXT: Marketing, 3rd edition, Dhruv Grewal and Michael Levy. McGraw-

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 on line rather than in the text. If you purchase this book on-line, 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."
2. Know and understand the processes used to understand customers and markets.
3. Know and understand the various aspects of the four Ps of marketing: Product, Price, Place,
   and Promotion.
4. Know how to evaluate the effectiveness of marketing efforts.

COURSE STRUCTURE:
You will complete four (4) assignments. When each completed assignment is submitted to me by
e-mail, the next will be sent to you via e-mail, and so on. I will read each assignment you
submit, make comments on the document in red, and return it to you by e-mail. We have
created a paperless course! Due dates for the completed assignments are as follows:

The due dates for the assignments are as follows:
Assignment #1 due June 17th = 25 points
Assignment #2 due July 1st = 25 points
Assignment #3 due July 15th = 25 points
Assignment #4 due July 29th = 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:

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<tr>
<th>Score Range</th>
<th>Grade</th>
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<td>100 – 95</td>
<td>A</td>
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<tr>
<td>94 – 90</td>
<td>A-</td>
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<td>89 – 87</td>
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<td>59 &amp; below</td>
<td>F</td>
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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”.