

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, 4th edition, Dhruv Grewal and Michael Levy. McGraw-Hill/Irwin, 2011. ISBN: 9780077861025

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 16 = 25 points
Assignment #2 due June 30 = 25 points
Assignment #3 due July 14 = 25 points
Assignment #4 due July 25 = 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 – 95 = A
94 – 90 = A-
89 – 87 = B+
86 – 84 = B
83 – 80 = B-

79 – 77 = C+
76 – 74 = C
73 – 70 = C-
69 – 67 = D+
66 – 64 = D
63 – 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".