

# SYLLABUS

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**CLASS:** Marketing, (Course BUS 251), Omaha Campus

**INSTRUCTOR:** Travis Orr

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**TEXT:** Marketing, 5<sup>th</sup> edition.

Dhruv Grewal and Michel Levy, Babson College

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**COURSE DESCRIPTION:** An introduction to the basic concepts of marketing. We will explore the various aspects of marketing from development to implementation. The course is designed to equip students with the practical knowledge to successfully understand the fundamentals and obstacles that exist.

**LEARNING GOALS AND OBJECTIVES:**

Upon completion of this course, students will:

1. Understand the four cornerstones of marketing: people, place, product and price.
2. Develop a successful marketing plan for either small or large business.
3. Understand the impact of social media and how to utilize it.
4. Identify obstacles and potential issues that may arise.

**ACADEMIC INTEGRITY:** This class follows the Doane College Academic Honesty Policy. All materials submitted for this class are expected to be original by the student and should not have been submitted for credit to any other course. Academic integrity is expected for all interactions and requirements. This includes, but is not limited to, original work on assignments, accountability and completion of requirements, maintenance of confidentiality for individuals, and accurate citation of and references to original work. Specific information about Academic Honesty and Plagiarism may be found in the Doane Student Handbook. When applicable, assignments must be typed and

adhere to the APA 6<sup>th</sup> Edition guidelines. This includes crediting authors when paraphrasing, summarizing, or directly quoting the work of other individuals. Resources for APA formatting are available on Blackboard. Mechanics of writing are considered in the grading of assignments. Therefore, it is expected that you will proofread all work for accurate spelling, grammar, and punctuation before submitting assignments and projects. Depth of thought, application, and analysis demonstrated in the assignment will be considered in the grading process. All work is expected to be of highest quality. Work may be turned back to the student for review and revision.

**LEARNING STRATEGIES:** The classroom educational environment will include both lecture and class participation. This class is designed to provide the tools necessary to create a marketing plan and successfully present your plan at the conclusion of this course. It is a hybrid course so we will have 4-5 in class sessions and 3-4 at home sessions to work independently.

**COURSE ASSIGNMENTS/GRADING:**

Class Attendance:	100 points
Participation:	100 points
Assignments:	200 points
Presentation/Marketing Plan:	200 points

**PRESENTATION/MARKETING PLAN:** Each student will be required to put together a 30-minute presentation to the classroom. You will decide on your target audience either being a small business or large business. You will be expected to create a successful marketing plan and “sell” your plan at the conclusion of this class. Depending on the number of students will determine if the presentation will be individual or in groups.

**GRADING:** Your grade will be based on attendance and participation in class activities, as well as satisfactory completion of the final presentation and marketing plan. Active class participation is vital to the overall learning process **and** your successful completion of the course. Extra credit will be given to students that bring in articles, which discuss timely legal issues.

While attendance only carries a 20% weight for the final grade, it is important that students remember the following applies with regard to the effect of attendance on your ultimate class grade:

**ATTENDANCE:**

Perfect Attendance:	A
One Excused Absence**:	A
Two Excused Absences:	B
Three Absences:	C
Four + Absences:	

F

