

# **Marketing 212C – Basic Marketing Concepts – Western Kentucky University**

**Instructor: Trish Steelman**

**Email: [trish.steelman@wku.edu](mailto:trish.steelman@wku.edu)**

**Textbook: *Marketing*.** By Pride and Ferrell, 2014 Edition.

This syllabus and its' contents are subject to change at any time throughout the semester. Updates to the syllabus will be posted under the Announcements section on Blackboard

## **Fall 2018**

**Office and Office Hours:** I do not have an office on main campus. I will only be on main campus on Tuesday and Thursday mornings. If you should need to meet with me other than those times, please feel free to email me and we can set up a time that works for both of us.

E-mail is the best way to reach me. Please include the following information in your email so that I can identify you.

Your Name, class, class time

Example: I am John Smith from you Marketing 212 online class

## **Course Description:**

Students will develop an adequate understanding of the key elements of marketing management and strategy including topics such as market segmentation, positioning, branding, consumer research, pricing, marketing communications, and new product development. Students should be able to identify, explain, and apply the important concepts of marketing. Students will have a general understanding of the role of ethics in a marketing context, and greater awareness and understanding of global business environments.

## **Keys to Success:**

1. Manage your time during the week. Don't wait until the last minute. There are only 3-4 mostly short assignments, but missing these assignments can mean the difference in a grade. These assignments cannot be made up unless there is a doctor's excuse. You have seven days to complete them.
2. Do not get behind. Every semester I have students that will not start doing the course work until 3-4 weeks into the semester. Then they email to make it up. Again, these assignments cannot be made up. You will lose the points.
3. Remember every chapter opens on Monday and Closes on Sunday at 11:59 PM. You have one week to do the work. It is very consistent intentionally so that you know what is expected. We do not do every chapter. Please refer to the weekly syllabus.
4. You get two tries on every test. Blackboard is set up to take the highest of the two grades.

5. Be proactive. I know some of you have jobs. If you know you have to be gone during a week, email me and let me know. I am more than happy to either let you do the assignments early or when you return. If you let me know in advance.
6. **Reminder Again: All assignments will open on Monday and close on Sunday night at 11:59 All assignments must be submitted to Blackboard. I will not accept assignments by email. Note: do not write directly to the Blackboard screen or I will not grade it and you will receive a zero. All assignments must be in a document format, legible and if there are multiple question you must number them for me to accurately grade them.**
7. **Some chapters have more assignments then others. These assignments are due on the Sunday the lesson is assigned. Late assignments may be accepted past the due date with a 50% point deduction. This grace period is only one week. After that assignments will not be accepted. No material may be made up at the end of the semester.**
8. **Completion of each lesson assignment will be uploaded to Blackboard. No assignments will be graded if sent by email. If you are having trouble uploading and assignment, email me and we will figure out a solution. Please give me 24 hours to respond. If you have not heard from me in that period of time you may email me again. There is no reason to email me three or four times in a day.**

**Begging Exceptions in Grades or Due Dates:**

Assuming there is no error in calculations on my part, (and if you feel there is you should certainly bring it to my attention) my posted grades are final and not open to discussion/negotiation. You will receive the grade you earn in my class. I do not “give” grades. I will not listen to any lobbying for grade changes based on irrational reasons. These arguments are unethical, unprofessional and inappropriate.

Irrational reasons for me to change your grade include, but are not limited to, the following, I will ignore emails lobbying for grade changes for these reasons:

- “This is my last semester” or “I am graduating this semester.”
- “I will not graduate if I don’t get a C (or whatever) in this class.”

- “I will lose my scholarship/place on \_\_\_ team if I don’t get a better grade.”
- “It is a financial burden to have to retake the course” or “I paid a lot of money to take this class.”
- “I took x number of credits this semester.”
- “I work x number of hours each week on top of school.”
- “I commute x number of minutes/hours to campus.”
- “I have gotten an A (or whatever other passing grade) in x other class or classes.”
- “I have never gotten such a low score before”
- “I did not have internet access for a while because (insert any reason).”
- “I did not know that was plagiarism” or “I’ve done this in other papers,”
- “I meant to work harder in this course.” “I will do extra work to improve my grade.”

**Grading: The final grade in this course will be based on performance on quizzes, assignments, Short Exercises, tests.**

**The Point Distribution is as Follows:**

Exam 1	100 Points
Exam 2	100 Points
Exam 3	100 Points
Exam 4	100 Points
Quizzes	100 Points
Assignments	100 Points
Discussion	50 Points
Short Exercises	50 Points
Final	100 Points
Total	800 Points

**Please Note: The total points is subject to change. There could be more or even less by the end of the semester. Also, do not base your grade on the grading scale listed below. We could end up with less than 800 points or more than 800 points. Also this is not a weighted average class Your grade will depend on your points accumulate divided by the total points at the end of the semester.**

### **Grading Scale:**

715-800	A
636-714	B
556-635	C
479-555	D
Under 479	F

**There will be opportunities for extra credit for everyone during the semester.**

### **Academic Dishonesty**

**CHEATING WILL NOT BE TOLERATED.** Anyone caught cheating **will FAIL** the course. Cheating includes (but is not limited to) cheating on a test, copying someone's work , plagiarism or lying to the instructor

### **STUDENTS WITH DISABILITIES**

“In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center in the Downing Student Union, Room 1074. Email: sarc@wku.edu. Phone number: 270-745-5004. Please do not request accommodations directly from the professor or instructor without a letter of accommodation from the Office of Student Disability Services.”

**\*\*\*A tentative Course schedule will also be posted on Blackboard. Please Note it is subject to change.**

Week	Date	Chapter	Topic	Assignments Due
1	August 27	Chapter 1	Overview of Strategic Marketing	Assignments 1,2,3
2	September 3	Chapter 2	Planning, Implementing and Controlling Marketing Strategies	Assignment 4,5,6 Week 2 Quiz Extra Credit 1
3	September 10	Chapter 3	The Marketing Environment	Assignments 7,8 Week 3 Quiz
4	September 17	Chapter 4	Social Responsibility and Ethics in Marketing	Assignments 9, 10,11 Week 4 Quiz, Test 1 Ex Cr 2
5	September 24	Chapter 6	Target Market, Market Segmentation, Evaluation	Assignments 12,13,14,15 Week 5 Quiz
6	October 1	Chapter 7	Consumer Buying Behavior	Assignments 16,17, 18 Week 6 Quiz Extra Credit 3
7	October 8	Chapter 9	Reaching Global Markets	Assignments 19,20,21,22 Week 7 Quiz, Test 2
8	October 15	Spring Break		Week 8 no assignments
9	October 22	Chapter 11	Product Concepts and Branding	Assignments 23,24,25,26 Week 9 Quiz
10	October 29	Chapter 12	Developing and Managing Products	Assignments 27,28,29 Week 10 Quiz Extra Credit 4
11	November 5	Chapter 17	Integrated Marketing Communication	Assignments 30, 31,32 Week 11 Quiz Exam 3
12	November 12	Chapter 18	Advertising and Public Relations	Assignments 33,34,35,36 Week 12 Quiz, Extra Credit 4
13	November 19	Chapter 19	Personal Selling and Sales Promotion	Assignments 37,38,39,40 Week 13 Quiz
14	November 26	Chapter 20	Pricing Decisions	Assignments 41,42,43, Week 14 Quiz, Exam 4
15	December 3		Prepare for Final	Extra Credit 5
16	December 10	Final Exam		