**BUS 302 – PRINCIPLES OF MARKETING**

**Fall 2023**

**INSTRUCTOR INFORMATION**

**NAME:** Russ Fletcher, MBA

**EMAIL:** [**russ.fletcher@reinhardt.edu**](mailto:russ.fletcher@reinhardt.edu)(preferred)

**OFFICE PHONE:** 770-720-5591

**OFFICE LOCATION:** Lawson, Room 202-A

**OFFICE HOURS**: My typical office hours are Monday & Wednesday from 8:30-9, 11-12, 1:15-2 and Fridays from 8:30-9 and 11-12. If you would like to meet with me, please email me to schedule a time. I may have other meetings scheduled during my regular office hours so please schedule time in advance. I will also accommodate other times as my schedule permits.

**COURSE DESCRIPTION**

This course examines the market forces concerned with demand, consumer buying behavior, adaptation of products to markets, selection of channels for distribution, advertising, and pricing. In addition, students study market measurement, marketing efficiency, international aspects of marketing, and procedures for planning and controlling marketing operations. Also considered are the environmental impacts of economic, social, and political forces.

**REINHARDT SECTION/NAMING CONVENTION**: BUS 302 010 MC

**COURSE CREDIT HOURS**: Three (3) Semester Credit Hours

**COURSE SCHEDULE/LOCATION**:

* Days: Mondays & Wednesdays
* Time: 12:00 pm to 1:15 pm (EST)
* Location: Lawson 207

**Dates:** August 14 – Dec 1, 2023

**TEXTBOOK & SIMULATION**

This course uses the digital “Modern Marketing Principles” courseware, which includes a textbook by Kinda Wilson and Jerry Rackley and its accompanying resources. The course will also use an online simulation called “Mimic Marketing Principles.” Both the courseware and simulation will be accessed on the Stukent Platform. You will enroll in the Stukent Platform using the link in Canvas.



**COURSE STUDENT LEARNING OUTCOMES**

1. Describe the marketing mix and how the elements of the 7 Ps function together to differentiate a product or service
2. Explain consumer and buyer behavior in terms of basic models, information processing, decision-making, and adoption
3. Clarify the key elements of marketing research, including segmentation, basic steps, and method trade-offs
4. Describe the different strategies for branding and recognize how to map out a cohesive branding strategy for a company
5. Explain the key issues associated with each component of the promotional mix, including advertising, personal selling, sales promotion, and publicity
6. Clarify the way that channels of distribution are designed, including types of structure and the role of logistics
7. Demonstrate the pricing of goods and services using key concepts such as supply and demand, elasticity, pricing strategies, and break-even point analysis
8. Recognize and organize the information needed for the construction of a strategic marketing plan, including SWOT analysis, and environmental scanning

**MCCAMISH SCHOOL OF BUSINESS LEARNING OUTCOMES**

*MSOB1. Critical thinking, analytical, and problem-solving skills*. Analyze business situations using information and logic to make recommendations for problem-solving.

*MSOB2: Interpersonal, teamwork, leadership, and communication skills.*  Use team building and collaborative behaviors in the accomplishment of group tasks and communicate effectively program alternatives.

*MSOB3: Ethical issues and responsibilities.* Recognize and analyze ethical dilemmas and propose resolutions for practical business situations.

*MSOB4: Business skills and knowledge.* Apply best practices, establish theories and managerial skills to business situations and problems.

*MSOB5:* *Awareness of global and multicultural issues.* Demonstrate awareness of and ability to analyze global and multicultural issues as they relate to business.

**SPECIFIC COURSE REQUIREMENTS/ASSIGNMENTS**

Successful knowledge of the material presented in this course will be evaluated by the instructor based on the effort, participation, attendance, application, and satisfactory completion/submission of all coursework by each individual student. Students are required to complete all activities/assigned during the course in the manner prescribed.

**READING ASSIGNMENTS & EXPERT SESSION LECTURES**

Educational research shows that if you read the material before class, you can perform better in class and gain a more solid understanding of the material. Students are required to read thoroughly all textbook and other course materials posted by the instructor for each unit/week PRIOR TO attending class and be prepared to actively participate in class.

You will watch seven Expert Sessions throughout the semester. These are video lectures by industry professionals. Each expert session includes an accompanying quiz. These will be highlighted by the instructor and are an integral part of your assigned reading/viewing.

**CHAPTER QUIZZES and ASSIGNMENTS**

Every reading assignment from the textbook has an accompanying quiz. There will be 16 Chapter True/False and Multiple-Choice Quizzes that will be completed after each chapter. Students are required to complete and submit Chapter Quizzes based on the timeline and due dates. As noted above, there are seven Expert Sessions with accompanying quizzes. The three lowest quiz scores will be dropped.

Many of the chapters have an accompanying assignment. Assignments must be completed and submitted by the assigned due date/deadline as specified in Canvas.

Students are expected to employ proper grammar, punctuation, and correct spelling. Assignments submitted after the dates/times specified will receive a 20-point deduction per day. No work will receive credit after an assignment is reviewed in class.

**MARKETING PRINCIPLES SIMULATION**

The Mimic Marketing Principles simulation has an immersive storyline that mimics real-world challenges. You will apply the concepts you learn in class, including managing a budget, creating advertising mixes and promotions plans, and setting up distribution channels. Instructions for simulation login and launch will be covered in class. Students are required to complete the simulation and a reflections paper.

**MID-TERM & FINAL EXAMINATION**

The mid-term and final exams will integrate concepts from the textbook, class lectures, and assignments. The exams will be true/false and multiple choice and will be challenging, but students who attend class, complete assignments, and participate in class projects to apply course principles will be well prepared.

Students must be present on the day of the exam. Students are required to complete a Mid-Term Exam on Monday, October 2nd during normal class time. Students are required to complete and submit a Final Exam on Friday, December 1st @ 8:00 am.

**ASSIGNMENT GRADING SCALE**

The following grading scale will be utilized in the determination of the student’s course grade:

**Percentage of Points Earned Corresponding Letter Grade**

90 to 100% A

80 to 89% B

70 to 79% C

60 to 69% D

0 to 59% F

**WEIGHTING FOR FINAL GRADES**

Chapter Quizzes 20%

Chapter Assignments 15%

Mimic Simulation & Reflection Paper 20%

Mid-Term Exam 20%

Final Exam 25%

\*Official grades are maintained in Canvas.

\*\* Available points for each area are listed on individual grading areas posted in Canvas.

**PROJECTED COURSE OUTLINE AND ESTIMATED TIMING**

The following schedule is tentative and subject to change. For the most current schedule/calendar and due dates, please see Canvas. The instructor reserves the right to adjust the timing of modules and assignments outlined below to maximize the learning for the class.

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| --- | --- | --- |
| **Week** | **Module Topic** | **Reading/Assignments/Project/Quizzes/ Mimic Rounds/Exam** |
| **Week 1** | CH.1: Intro to Marketing | Activate Stukent account  Chapter 1  Assignment  Quiz |
| **Week 2** | CH.2: Marketing Research | Chapter 2  Assignment  Quiz |
| **Week 3** | CH.3: Market Segmentation | Chapter 3  Assignment  Quiz |
| **Week 4** | CH.4: Positioning  CH.5: Buyer Behavior Process | Chapter 4  Assignment  Quiz  Chapter 5  Assignment  Quiz |
| **Week 5** | CH.6: Intro to Managing Products and Services: PLC, packaging, unboxing | Chapter 6  Assignment  Quiz |
| **Week 6** | CH.7: Services Marketing. Service blueprint  CH.8: Brand Management, branding | Chapter 7  Quiz  Chapter 8  Assignment  Quiz  2 Expert Session Lectures  2 ES Quizzes |
| **Week 7** | CH.9: Retail | Chapter 9  Quiz  Mid-Term Review |
| **Week 8** |  | Mid-Term Exam |
| **Week 9** | CH.10: Pricing | Chapter 10  Quiz  SIM ROUND 1,2 |
| **Week 10** | CH.11: Promotions Overview  CH.12: Promotions: Digital Marketing and SEO | Chapter 11  Quiz  Chapter 12  Assignment  Quiz  SIM ROUND 3 |
| **Week 11** | CH.13: Promotions: Social Media Marketing | Chapter 13  Quiz  SIM ROUND 4,5 |
| **Week 12** | CH.14: Distributing products | Chapter 14  Quiz  SIM ROUND 6,7 |
| **Week 13** | CH.15: The Marketing Environment | Chapter 15  Quiz  Reflections Paper |
| **Week 14** | CH.16: The Marketing Plan and Analytics | Chapter 16  Quiz  Marketing Plan Assignment |
| **Week 15** | Final Review / Last day of class |  |
| **Week 16** | FINAL EXAM | Friday, December 1st @ 8:00 am |

**ACADEMIC INTEGRITY**

The Honor System Honor is the moral cornerstone of Reinhardt University. Honor provides the common thread woven through the many aspects of the institution and creates a community of trust and respect fundamentally affecting the relationships of all its members. The centrality of honor at Reinhardt is contained in its Honor System which is embodied in the Reinhardt University Honor Pledge.

All assignments must be completed by the student. Students are expected to read and adhere to the Academic Integrity section of Reinhardt University’s Academic Catalog. The policy provides descriptions of what violates the policy and what penalties may be imposed for violations. Failing grades will be assigned for any work which does not meet the standards of academic honesty. **Any violation of academic honesty can result in a failing grade in a course.**

**ATTENDANCE POLICY**

Regular attendance is required and expected. Students are required to be on time, attend for the entire class period and participate via engagement with the instructor/fellow class members in all class lectures (face-to-face in the physical classroom) each week during the semester. You are responsible for obtaining information conveyed in missed classes from the textbook, class notes and/or Canvas. You should make sure to complete any missed assignments during the assigned specific time before returning to class, so you won’t fall further behind.

If you are absent from class, you will need to check Canvas for any class calendar changes, assignments missed, PowerPoint presentations, etc.  A copy of the class schedule & syllabus will always be available on Canvas along with any changes.   However, this does **NOT** exempt you from making sure you are aware of any verbal announcements made in class, so please exchange contact information with someone in class to communicate with if you are absent from class.

**Excused absences only for official Reinhardt SPORTS OR CAMPUS ORGANIZATION EVENTS**

If you are representing the school for a game or competition it is your responsibility to **notify me before missing the class.** I will work with you on what you miss and make sure you don’t fall behind. Coming to me after the absence is not acceptable. You will be required to take any graded assignments including quizzes and tests **before the due date.** Assignments submitted after the dates/times specified will receive a 20-point deduction per day. No work will receive credit after 5 days. To succeed in this class, attendance is required.

**CENTER FOR STUDENT SUCCESS**

Students can go to the **Center for Student Success** for additional support for this course. If you feel you need additional help, please schedule a meeting with me, so I can ensure that you receive the proper support. This center is designed to support your learning in class, so it’s not to replace your regular class attendance. Please have a list of specific questions, so we can use the time most effectively. I am also glad to provide some additional support if you are in class regularly and schedule meetings in advance. You can contact me at [russ.fletcher@reinhardt.edu](mailto:russ.fletcher@reinhardt.edu)

Academic support is offered on campus by the Center for Student Success (CSS). The CSS is located on the lower floor of Lawson, Room 305. CSS offers FREE peer and faculty tutoring for all subjects. For appointments, go to the Reinhardt University webpage (www.reinhardt.edu) and using the Quick Links menu click on Center for Student Success.

**COVID-19**

Reinhardt is committed to the safety of our community and mitigating the spread and harmful effects of Covid-19. Masks are currently optional in the classroom. Because COVID-19 continues to be a dynamic situation, we may have to amend our current policies based on recommendations from the CDC and The Georgia Department of Public Health.

**ADA POLICY**

* The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a documented disability requiring an accommodation, please contact the Academic Support Office (ASO).
* Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of the Lawson Building. The phone is 770-720-5567. To receive academic accommodations for this class, please obtain the proper ASO letters/forms.

**NON-DISCRIMINATION / TITLE IX**

Reinhardt University does not discriminate in any of its policies, programs, or activities based on race, color, age, culture, national origin, socioeconomic status, gender, religious belief, sexual orientation, physical (dis)ability or genetic information.

It is the policy of Reinhardt University to comply with Title IX of the Education Amendments of 1972, which prohibits discrimination (including sexual harassment and sexual violence) based on sex in the College's educational programs and activities. Title IX also prohibits retaliation for asserting or otherwise participating in claims of sex discrimination. Reinhardt University has designated Kristy Starling, Title IX Coordinator, KLS1@reinahrdt.edu or 770-720-9146, to coordinate Reinhardt's compliance with and response to inquiries concerning Title IX. A person may also file a complaint with the Department of Education's Office for Civil Rights regarding an alleged violation of Title IX by visiting the U.S. Department of Education's website or calling 1-800-421-3481.