**BUS 302 – PRINCIPLES OF MARKETING – Section 020**

**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 302 020 CV

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

**COURSE SCHEDULE/LOCATION**:

* CANVAS

**Dates:** October 9 – Dec 3, 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, 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 completing assignments you can perform significantly better and gain a more solid understanding of the material. Learners are required to read thoroughly the textbook and other course materials posted by the instructor for each module/week.

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**

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.

**DISCUSSION BOARD ASSIGNMENTS**

The Discussion Board is where we will assess your participation as if you were in a regular in-person class. You are expected to be an active and engaged member of the class throughout the semester. And, the discussion board is a way to exchange ideas and learn from your classmates.

A percentage of your grade is based on your posts on the Discussion Board. Active participation in the online discussions helps create a learning community and gives you opportunities to work with and get to know other students. Discussion questions and instructions are located by week in the Modules section of Canvas. There will be discussion board assignments/topics for the first 7 weeks of this session.

You are required to post on the discussion board at least three times per week. One post should be your response to the assignment/question(s) posed on the discussion board. The other two posts should be a thoughtful response to 2 other students’ posts. **To receive credit,** you must post your response to the posted discussion board assignment/question(s) by **Wednesday at midnight ET**. You must post your responses to other classmates’ posts by **Sunday at midnight ET**. Late posts or responses will receive a 0 (zero) for the week. The discussion period ends Sunday nights for grading purposes; however, you may feel free to continue a conversation if it is useful to you.

Your responses will be evaluated on both quantity (participation) and quality. This requires you to 1) submit an initial post of your assignment and/or opinion; 2) read other students’ responses; and 3) respond to their comments.

Each discussion board assignment is worth 200 points. 100 points for your initial post & 50 points each for your responses to other classmates.

However, to receive full credit for these posts, you must meet the following requirements:

* Posts should be a minimum of 150 words
* Posts should be relevant to the topic being discussed, but should also attempt to introduce a new point of view or piece of information or otherwise further the discussion
* Posts should be thoughtful and well-composed and use correct grammar, punctuation, and vocabulary appropriate for a university-level course.
* Misuse of the discussion boards will not be tolerated.
* To gain maximum points and value from this exercise, students should be involved early in this process. Waiting until later in the week to be engaged in this process results in limited interaction and fewer points received.
* Engage in discussion with respectful consideration of others’ opinions is expected.
* Responses must be substantive in content. While it’s nice to give brief feedback like “thanks” and “good idea” to your classmates and such messages are not discouraged, they do not count toward your graded contributions.
* Extend the conversation in meaningful ways. Don’t just repeat what others have said, but make a new point, provide a new piece of evidence, or ask an insightful question. Questions can be just as meaningful and valuable as posts that share your knowledge or point of view.
* Be sure reference citations are consistent with APA format.

**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 a module video. Students are required to complete the simulation and a reflections paper.

**FINAL EXAMINATION**

The final exams will integrate concepts from the textbook, class lectures, and assignments. The exam will be multiple choice and will be challenging, but students who watch module videos, successfully complete chapter quizzes, and complete discussion board assignments to apply course principles will be well prepared.

Students are required to complete the Exam by 10 am on Friday, December 1st.

**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 25%

Discussion Board Assignments 20%

Mimic Simulation & Reflection Paper 20%

Final Exam 35%

\*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  CH.2: Marketing Research | Activate Stukent account  Chapter 1  Discussion Board Assignment  Quiz  Chapter 2  Quiz |
| **Week 2** | CH.3: Market Segmentation  CH.4: Positioning  CH.5: Buyer Behavior Process | Chapter 3  Discussion Board Assignment  Quiz  Chapter 4  Quiz  Chapter 5  Quiz |
| **Week 3** | CH.6: Intro to Managing Products and Services: PLC, packaging, unboxing  CH.7: Services Marketing. Service blueprint | Chapter 6  Discussion Board Assignment  Quiz  Chapter 7  Quiz |
| **Week 4** | CH.8: Brand Management, branding  CH.9: Retail | Chapter 8  Discussion Board Assignment  Quiz  2 Expert Session Lectures  2 ES Quizzes  Chapter 9  Quiz  SIM ROUND 1, 2 |
| **Week 5** | CH.10: Pricing  CH.11: Promotions Overview | Chapter 10  Discussion Board Assignment  Quiz  Chapter 11  Quiz  SIM ROUND 3, 4 |
| **Week 6** | CH.12: Promotions: Digital Marketing and SEO  CH.13: Promotions: Social Media Marketing | Chapter 12  Discussion Board Assignment  Quiz  Chapter 13  Quiz  SIM ROUND 5, 6, 7 |
| **Week 7** | CH.14: Distributing products  CH.15: The Marketing Environment | Chapter 14  Discussion Board Assignment  Quiz  Chapter 15  Quiz  Simulation Reflections Paper |
| **Week 8** | CH.16: The Marketing Plan and Analytics | Chapter 16  Quiz |
| **Week 9** | FINAL EXAM | Submitted by 10 am on Friday, December 1st |

**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**

This is an online course with no attendance policy in effect. You are, however, expected to actively participate on the discussion board and submit assignments on time.

**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.