

Lakes Region Community College

379 Belmont Road
Laconia, NH 03246
(603) 524-3207

COURSE OUTLINE/SYLLABUS SHEET

COURSE NO: BUS 260L

COURSE TITLE: Principles of Marketing

CREDIT HOURS: 3

SEMESTER: Spring 2021 / Thursdays @ 1pm or FLEX

ON CAMPUS MEETINGS: Feb 11, Feb 25, Mar 11, Mar 25, Apr 08, Apr 22, May 06

NOTE: as the campus is on red status during January due to COVID-19,
all classes will meet via zoom during the first two weeks.

As this class is offered in a flex-modal format, the On-Campus and Online classes will be combined for both grading and assignment purposes.

There will be an On-Campus or Zoom lecture that will be simulcast and recorded on ZOOM. Online students are expected to view this weekly lecture either simulcast or recorded. To the extent possible, students viewing the simulcast live will be allowed to participate in the class discussion.

INSTRUCTOR NAME: Scott Maltzie, Ph.D.

E-MAIL/PHONE: smaltzie@ccsnh.edu (603) 366-5237
(603) 738-0953 (Cell - Emergencies only)

Email is the best communication medium for me.

All communications from Monday – Friday will be responded to within 24 hours.

I will respond to Weekend communication on Monday or Tuesday if there is a holiday.

OFFICE LOCATION: Turner 253A
Mezzanine Level (open level just above café between floors 1 and 2)

CONFERENCE HOURS: On-Campus BY APPOINTMENT ONLY:
Odd Weeks – Tue 10:30 – 12:00 & Tue 2:30 – 3:00
Even Weeks – Tue – Thur 2:30 – 3:00
Virtually via Zoom or Phone by appointment- 9-5 Monday - Friday
(except during Class Times)

PREREQUISITES: None

COURSE DESCRIPTION: Product, pricing, promotion, and channels of distribution as well as marketing in retail, wholesale, service, and manufacturing companies are covered.

TEXT/INSTRUCTIONAL MATERIALS AND EQUIPMENT NEEDED:

- *Principles of Marketing*, University of Minnesota, 2015
OER Textbook: <https://open.lib.umn.edu/principlesmarketing/>
- A laptop for use in class projects is recommended but not required.

TEACHING METHODS: I will act as the facilitator of learning.

It is my professional educational opinion that exclusive reliance on the lecture method is an improper and inefficient teaching tool, especially in a professional development program, such as business administration. Furthermore, the lecture method per se does nothing during precious classroom time to help form potential managers and executives and to simulate the pressurized conditions that one will be facing in private, public, federal, or international sector situations.

On the other hand, all of the teaching techniques mentioned above when blended together in judicious amounts tend to sharpen and harden class participants' management ability, executive prowess, clear analytical thinking, and careful articulation (both oral and written).

In Socratic method teaching, both the professor and students ask a series of questions about the facts and reasoning of particular decisions, and thereby probes and explores the conflicting policy values of controversies by question after question. It is an interesting teaching approach. Class participants are not only involved in the sense that they engage occasionally in a give-and-take with the professor (a fun bantering), but because intellectual possibilities are mainly indicated through questioning, the seminar group must reason along with the professor rather than simply copying down what he has to say. If used judiciously, the Socratic method tends to develop technical capacity to organize masses of data and to develop clear and crisp thinking about evaluating alternatives and balancing values.

Under the case study method, class participants are given a set of materials to read (in advance) — fact situations, research data, and secondary and primary source materials — also a set of concrete problems to consider. The professor plays the role of an activist — commenting on the way the arguments were presented, offering two-or-three-minute digressions, and frequently stopping to summarize and synthesize the advocacies. The advantages of this method are considerable. Most importantly, the class gets the benefit in classroom discussion of considered judgments.

GRADING:

GRADING SCALE:

A	93-100	B	83-86	C	73-76	D	63-66
A-	90-92	B-	80-82	C-	70-72	D-	60-62
B+	87-89	C+	77-79	D+	67-69	F	0-59

ASSIGNMENT BREAKDOWN:

Weekly Assignments	15%
Weekly Reflections	10%
Exams	15% each
Marketing Research Project	5%
Individual Marketing Project	5% (drafts)/ 20% (final)

Extra credit is available as indicated on Weekly Assignments, Three Questions, and Reflections. There are no retakes on exams or assignments.

INCOMPLETE GRADES: As a general rule, all coursework must be completed by the end of the semester in which the course is offered. An incomplete grade may be granted to a student, at the discretion of the faculty member, as an accommodation due to unforeseen and extraordinary circumstances when a student has completed and passed a majority of the work required for a course but, for reasons beyond the student's control, cannot complete the entire course. Incompletes are for no more than two (2) weeks.

LATE POLICY:

- Due dates for assignments are listed in the attached class schedule and will be announced in class and/or posted on Canvas.
- Assignments are due on the due date at the time specified. Work submitted beyond the due date (this includes exams, projects, homework, etc.) will be subject to the following point deductions:
 - Late assignments submitted within one week after the due date will receive a 20% deduction.
 - Late assignments submitted more than one week and less than 2 weeks late will receive a 40% deduction.
 - Assignments submitted more than two weeks late or after the final date of the course **will not be accepted.**

Note: I reserve the right to make exceptions to any course policy stated in this syllabus due to the extenuating circumstances of a particular student. These exceptions include, but are not limited to, the onset or worsening of a serious or chronic mental or physical health condition, change in significant caring responsibility, family breakdown or the recent bereavement or serious illness of a close relative, being the victim of a serious crime or significant involvement in an on-going court case, a natural disaster, act of terror or conflict affecting the student's school/college, home or close family, approved learning accommodations. Documentation may be required in such circumstances. Work-related issues are generally not considered part of these exceptions.

FAIR GRADING:

Fair and equitable grading reflects values that I am committed to. Grades are used to assess the relative extent to which students achieve the course objectives and competencies.

Academic freedom allows the instructor (1) to determine course objectives, within the bounds of established curricula, and the means by which a student's mastery of those objectives will be evaluated, and (2) to evaluate the quality of work on individual exams or assignments.

Students have the right to challenge evaluations of their work, and hence I am accountable with regard to providing and explaining all relevant grades and grading criteria. Students are allowed to challenge grades respectfully and state their case why a grade should be changed. Changes are made only in the case of error (which happens from time-to-time) and documentation that the criteria was met to a higher level than originally indicated.

Standards for Fair Grading

To achieve fair and equitable grading, instructors shall inform students, in writing, e.g., via a syllabus, of the course objectives and the means by which student mastery of those objectives will be determined. Instructors are expected to share this information with students during the first-class meeting and to provide this information, no later than the second class meeting. Alterations to these arrangements will be posted in Canvas and must be designed to minimally inconvenience or disadvantage the students in the course. The grade of a student shall be based solely on the criteria known to all students in the class, and all such criteria shall apply to mastery of stated course objectives and competencies.

Simply put, the instructor cannot offer an alteration to the syllabus unless that alteration or option has been offered to all members of the class. This applies, for example, to extra credit, alternative assignments, and extensions to deadlines. The exceptions are related to extenuating circumstances as outlined above and via documented Disability accommodations from the Learning Center.

ASSIGNMENT SUMMARY:

- **Weekly Assignments** - weekly activities related to the course material.
 - **Three Questions** – Students will develop three questions for class discussion based on the reading. These questions should be designed to prompt discussion within the

class. The instructor is merely the facilitator. Questions may be either: factual, remembering, applying, analyzing, or evaluating. All questions should be OPEN ENDED (not YES/NO). Students may make a substantive reply to two student's questions for up to 5% extra credit each. Replies MUST be submitted by the deadline for the assignment to be considered.

- **Weekly Topical Assignments** – Case studies, critical thinking questions, observations, and application problems related to the weekly class topic.
- **Weekly Reflection** – Students will complete this assignment in a discussion board in Canvas. Students will write a 300-word reflective essay based on the topics for each week's class. To receive full credit on the reflection, the student must prepare a well-written essay that demonstrates understanding, analysis, and critical thinking of the weekly topic(s). Note: Students may make a substantive reply to up to two students for up to 10% extra credit. Reply postings must be at least 100 words.
- **Exams** – These exams will be open source. The examination will be a thinking exam. It will involve long-answer essay answers in which students must demonstrate a) their understanding of the key frameworks, perspectives, concepts, ideas and tools introduced in the course, b) their ability to relate these frameworks, perspectives, concepts, ideas, and tools to one another, and c) their ability to creatively apply these frameworks, perspectives, concepts, ideas, and tools in differing contexts.
- **Marketing Research Project** – Students will design and implement a small marketing research project.
- **Individual Marketing Project** – You will come up with a business plan for a local small business and apply your marketing tools that you learned in class to develop a strong marketing strategy.

Note: Unless otherwise indicated all assignments must be typed AND checked for spelling and grammar. Points will be deducted from your grade for typos, spelling, and grammatical errors and overall sloppy work.

COURSE EXPECTATIONS:

Reading and Preparation:

- Students are expected to read all assigned material prior to the class session.
- Regardless of whether you are an On-Campus or Online student, there will be out-of-class assignments for you to complete.

Communication:

- You are expected to check your college email regularly for any communication from your instructor, peers, or the college. Failure to do so could result in missed information about classes, assignments, etc. Please ask me if you'd like to know how to forward your student email to your personal email.

Attendance:

- Regular participation in class is expected. Attendance will be taken and recorded. While students who are absent may complete that week's activities online, On-Campus students are asked to keep this to a minimum. Attendance for online students is based on participation in one or more of that week's activities on-time.

Professionalism:

- The intent of the business program at LRCC is to prepare students to enter and/or advance in the world of work. Professional behavior is expected at all times.

Cheating/Plagiarism

- No form of cheating or plagiarism will be tolerated. All work is expected to be completed by the registered student only. Anyone caught cheating/plagiarizing will receive a failing grade on the assigned work and/or the course. **DON'T DO IT!**

Zoom Recording:

- We are using Zoom in this course during both On-Campus and Online meetings. These sessions **WILL** be recorded. The State of NH requires that each individual who is being audio recorded must consent to be recorded.

In order to not be recorded, you **MUST** keep your microphone on **MUTE** during the meeting. Similarly, if you are attending class On-Campus, **IF YOU SPEAK DURING CLASS, YOU ARE CONSENTING TO BEING RECORDED.**

Students participating Online (SIMULCAST) should utilize the **CHAT** feature to ask questions if you do not want to be recorded.

Similarly when you participate in Zoom Meetings, your name will be recorded as part of the session. If you do not want your name publicized in this manner, please change it to your **INITIALS** for attendance purposes.

To change your name after entering a Zoom meeting, click on the “Participants” button at the top of the Zoom window. Next, hover your mouse over your name in the “Participants” list on the right side of the Zoom window. Click on “Rename”. Enter the name you'd like to appear in the Zoom meeting and click on “OK”.

It is my hope that this course meets your every expectation as a challenging, engaging, respectful learning experience. If you find this not to be the case, I would welcome the opportunity to address your concerns. This is not only a courtesy, it is a matter of process and procedure outlined in the LRCC Student Handbook. Should we fail to arrive at a mutually satisfactory understanding, you should refer the matter to my immediate supervisor, Carlene Rose, crose@ccsnh.edu.

Principles of Marketing (BUS 260L)

Spring 2021

Thursdays 1:00 – 2:30 PM or ONLINE

Class	Date	In-Class Topics	Reading/Assignments Due	
			Note: All assignments are due the night before the next class at 11:59pm unless otherwise indicated with a *	
1	1/21	ONLINE Introduction to Marketing	Read Chapter 1* Introduction Post Course Requirements Checklist	Wk 1 - What is Marketing About Assignment Wk 1 - Reflection
2	1/28	ONLINE The Marketing Environment The Marketing Plan	Read Chapters 2 & 16* Wk 2 - Three Questions* Wk 2 - Value Proposition Assignment	Wk 2 - Reflection Individual Marketing Project Proposal Due
3	2/4	ONLINE Marketing Research	Read Chapter 10* Wk 3 - Three Questions* Wk 3 - Marketing Research Assignment	Wk 3 - Reflection IMP Products/Services Due
4	2/11	ON-CAMPUS Consumer Behavior Business-To-Business Marketing	Read Chapters 3 & 4* Wk 4 - Three Questions* Wk 4 - GoldieBlox Wk 4 - B-2-B Discussion Questions	Wk 4 - Reflection Marketing Research Project Proposal IMP Location Analysis Due
5	2/18	ONLINE Market Segmentation	Read Chapter 5* Wk 6 - Three Questions* Wk 6 - Local Company Target Market Assignment	Wk 6 - Reflection IMP Target Customers
6	2/25	ONLINE Products	Read Chapters 6 & 7* Wk 7 - Three Questions* Wk 7 - Products Assignment	Wk 7 - Reflection Work on IMP Unique Selling Proposition and Competitive Analysis
7	3/4	ONLINE MID-TERM EXAM		
8	3/11	ON-CAMPUS Place	Read Chapters 8 & 9* Wk 8 - Three Questions* Wk 8 - Intermediaries Assignment	Wk 8 - Reflection IMP Unique Selling Proposition and Competitive Analysis Due
9	3/18	NO CLASS – SPRING BREAK		
10	3/25	ON-CAMPUS Price	Read Chapter 15* Wk 10 - Three Questions* Wk 10 - Promotion Discussion Assignment	Wk 10 - Reflection IMP Pricing and Sales Volume Potential
11	4/1	ONLINE Promotion	Read Chapters 11 & 12* Wk 11 - Three Questions* Wk 11 - Promotion Discussion Assignment	Wk 11 - Reflection IMP Marketing Strategies
12	4/8	ON-CAMPUS Sales & Relationship Marketing	Read Chapters 13 & 14* Wk 12 - Three Questions* Wk 12 - Wk 12 - Sales & Relationship Marketing Assignment	Wk 12 - Reflection IMP Joint Ventures and Partnerships IMP Retention Strategy
13	4/15	WORK SESSION – NO ZOOM SESSION		
14	4/22	ON-CAMPUS Research Project & Presentations Due		Research Project Due IMP Financial Projections and Goal Setting
15	4/29	ONLINE FINAL EXAM		Exam 3 Due
16	5/6	ON-CAMPUS Individual Marketing Project Due @ 12 Noon		Individual Marketing Project Due.

NOTE: The ongoing challenges presented by COVID-19 may require an alteration in the On-Campus schedule. If we are unable to meet On-Campus, the lectures will be done using the ZOOM platform at the same date and time as described above.

Rubrics

Assignment

Criteria	Excellent –90-100%	Adequate –70-89%	Unsatisfactory–0-69%
Completeness	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> All required sections of the assignment are present. <input checked="" type="checkbox"/> Complete references and resources are listed at the end of document with links to online resources when appropriate. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Some required sections are missing <input checked="" type="checkbox"/> References and resources are present but are not complete. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Most required sections are missing <input checked="" type="checkbox"/> References and resources are not present.
Quality	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Content is clearly written in student's words except for a few direct quotations from references. <input checked="" type="checkbox"/> Content is thorough and comprehensive. <input checked="" type="checkbox"/> Evidence is present to backup opinions presented by student. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Content is sometimes written in student's words or contains mostly direct quotations from references. <input checked="" type="checkbox"/> Content lacks detail and ideas presented are superficial or unfinished. <input checked="" type="checkbox"/> Evidence is questionable or not consistently present to backup opinions presented by student. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Content is clearly not written in student's words or contains passages copied and pasted from resources. <input checked="" type="checkbox"/> Content lacks any detail and ideas are unfinished. <input checked="" type="checkbox"/> Evidence is not present to backup opinions presented by student.
Technical	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Content is logically organized and easy to follow. <input checked="" type="checkbox"/> Writing is clear and concise, using complete sentences except where text is presented in tables, images or captions. <input checked="" type="checkbox"/> Content is free of spelling and grammatical errors. <input checked="" type="checkbox"/> Assignment meets minimum word requirement (if stated in assignment directions) 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Content is partially organized but no easy to follow. <input checked="" type="checkbox"/> There are a few incomplete sentences and writing is not concise. <input checked="" type="checkbox"/> There are 1-3 spelling or grammatical errors. <input checked="" type="checkbox"/> Assignment is less than 10% short of minimum word requirement (if stated in assignment directions) 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Content is not organized and not easy to follow or decipher. <input checked="" type="checkbox"/> There are many incomplete sentences and writing is not concise. <input checked="" type="checkbox"/> There are more than 3 spelling or grammatical errors. <input checked="" type="checkbox"/> Assignment is more than 10% short of minimum word requirement (if stated in assignment directions)

Exam

Criteria	Description	Ratings	Pts
Completeness (5 points)	Student's response directly <i>AND</i> correctly answers each part of the assignment question(s).		
Knowledge (10 points)	Student's response clearly shows that they have read and understand the lesson content by correctly defining key terms, key persons, and summarizing concepts. Inferences are based on this knowledge in personal or modern-day applications.		
Analysis (5 points)	Student provides analysis and gives examples to back them up assertions. Student's response provides analysis to the larger concepts of the lesson.		
Writing Skills (5 points)	Student's response is clearly written, in complete sentences, with minimal errors in grammar and spelling. Student cites sources used for response.		
Total Points Per Question: 20			

Reflection Rubric

Criteria	Description	Ratings	Pts
Content (80 Points)	Content indicates understanding of ideas, in depth analysis and evidence, original thought and support for the topic. Main points well developed with high quality and quantity support. Reveals high degree of critical thinking		
Writing (20 Points)	Is in the writer's own words - direct use of text from selections and lectures should have quotation marks and be limited in length and frequency Paper is well written using proper grammar, spelling, and sentence construction Proper APA formatting (adapted)		
Replies (Up to 10% bonus)	Students may make a substantive reply to two students for up to 5 extra credit points each. Replies must be submitted by the deadline for the assignment to be considered.		
Total Points: 100			

Marketing Research Project

Scale items	Definitions
Excellent (20)	The section is extremely well developed. The student demonstrates complete understanding of the material and topics required to complete the task. The section comprises more than what is required and presents the topic in a logical, organize and concise way.
Very Good (16)	The section is of high quality. The material is presented very well. The student demonstrates understanding of the topic.
Good (12)	The section is developed satisfactorily. The student complies with the basic requirements of the section. The writing is acceptable. Demonstrates understanding of basic concepts.
Fair (8)	The quality of the section is below acceptable average. Basic concepts related to the section are confused or vague. The student demonstrates poor understanding of the basic concepts.
Poor (4)	Almost none of the required themes are elaborated in the section. The writing is disorganized and very difficult to understand.
No discussion	The student does not elaborate the topic or skips the section.

Criteria	Description	Comments	Pts
Goals/Objectives: Clearly stated goals/objectives	<ul style="list-style-type: none"> What is the problem being researched? 		
Discussion of Sample	<ul style="list-style-type: none"> Who is the target audience? How did you achieve a random sampling? 		
Research Methods	<ul style="list-style-type: none"> Discussion of primary and secondary data sources 		
Primary Data Collection	<ul style="list-style-type: none"> Survey <ul style="list-style-type: none"> Does it capture necessary demographic information (gender, age, etc.)? Does it capture all necessary information as defined by client? Use of both quantitative and qualitative data 		
Success Criteria and Key Findings	<ul style="list-style-type: none"> Does client have a clear understanding of the data collected? What results are interesting/pertinent? What recommendations can you make based on the data (without statistical analysis)? 		
Basic Guidelines (Graded as a negative vector)	<ul style="list-style-type: none"> Written Components: All parts typed (Times or Arial 12-point font, 1" margins) Grammar and spelling correct 		
Presentation & PowerPoint			
Total Points: 100			

Individual Marketing Plan

Scale items	Definitions
Excellent (30/20/10)	The section is extremely well developed. The student demonstrates complete understanding of the material and topics required to complete the task. The section comprises more than what is required and presents the topic in a logical, organize and concise way.
Very Good (24/16/8)	The section is of high quality. The material is presented very well. The student demonstrates understanding of the topic.
Good (18/12/6)	The section is developed satisfactorily. The student complies with the basic requirements of the section. The writing is acceptable. Demonstrates understanding of basic concepts.
Fair (12/8/4)	The quality of the section is below acceptable average. Basic concepts related to the section are confused or vague. The student demonstrates poor understanding of the basic concepts.
Poor (6/4/2)	Almost none of the required themes are elaborated in the section. The writing is disorganized and very difficult to understand.
No discussion	The student does not elaborate the topic or skips the section.

Criteria	Description	Comments	Pts
I. Executive Summary (20 points)	Brief description/overview of your marketing plan – write this section of your plan last		
II. Products/Services (20 points)	Clarify exactly what your business offers		
III. Target Customers (20 points)	Identify your target customer and their characteristics that would make them interested in your product or service.		
IV. Unique Selling Proposition and Competitive Analysis (50 points)	Identify what makes your product or service unique. What problem are you fixing for your target customer that your competition is not? Identify your direct and indirect competition. How will your business be different? SWOT & PESTLE		
V. Pricing and Sales Volume Potential (20 points)	Identify how you will price your product or service. Identify your sales volume		
VI. Location Analysis (20 points)	Where will your business be located? How will this impact your pricing and sales volume potential?		
VII. Marketing Strategies (50 points)	Packaging Distribution – How will you communicate about your product with your target customer? Promotion, Advertising, Direct Selling Customer Service		
VIII. Joint Ventures and Partnerships (10 Points)	Identify partners who can help maximize your access to new customers		
IX. Retention Strategy (10 Points)	Identify what you will do to gain returning customers to your business		
X. Financial Projections and Goal Setting (20 Points)	Identify your marketing expenditures and projected revenue based on these efforts Set realistic and tangible goals to evaluate your marketing success		
Technical Components:	Cover Page, Table of Contents All parts typed (Times New Roman or Arial 12-point font, 1" margins) Grammar and spelling correct APA Citations – all work properly cited (textually and in Works Cited)		
XI. Presentation (20 Points)			
XII. PowerPoint (20 Points)			
Basic Guidelines (20 Points)			
TOTAL (out of 300 points)			

LEARNING OUTCOMES

Rationale: The goal of this course is to broaden one's understanding of the basic dimensions of marketing in our society. Students will be able to relate marketing to its own environment and to plan for market fluctuations present in our economy. Detailed introduction to the entire marketing process, identifying a customer base and the range of marketing decisions that an organization must make in order to create value that appeals to consumers.

Upon completion of the course, students will be able to:

I. Foundations of Marketing

- Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

- Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

- Analyze the influence of external factors on marketing.

IV. The Marketing Mix

- Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

V. Marketing Research

- Analyze the role of marketing research in decision making.

VI. The Marketing Plan

- Describe the elements, design, and purposes of a marketing plan.