



Course Syllabus

- **Course Number:** BUS260L
- **Course Title/Modality:** Principles of Marketing – Online
- **Credit Hours:** 3

- **Semester:** Spring 2024 - Online
Online (Asynchronous, no meeting times)

Tuesday, January 16, 2024 through Saturday, May 4, 2024

- **Faculty Name:** Robin Schofield, DBA
- **Email Address:** rschofield@ccsnh.edu

*Email is the best communication medium for me.
Emails will be answered within a 24 hour time period.*

- **Office Location:** Off Campus
- **Office Hours:** With confirmed appointment
- **Prerequisites:** None

- **Course Description:** This course studies product, pricing, promotion and channels of distribution. Marketing in retail, wholesale, service and manufacturing companies.

- **Text/Instructional Materials and Equipment Required:**

- Gomez Albrecht, M., Green, M., & Hoffman, L. (2023). Principles of Marketing. OpenStax. <https://openstax.org/details/books/principles-marketing>

This textbook is available for free download online, accessible on the web, or can be purchased as a printed textbook at the link above.

- Students are expected to have consistent, reliable access to a computer and the internet. It is suggested that all students have a back up plan for computer and internet access throughout the semester.

- **Grading**

Grading Scale:

LRCC uses the grading scale listed below.

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

Retakes/Extra Credit: Unless otherwise specified, there are no retakes or extra credit on assignments, papers, projects, discussions, or exams.

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.

Assignment Weights/Summary:

Homework Assignments (5 Total)	25% (5% each)
Discussion/Replies (15 Total)	25% (3% each)
Exams (3 Total)	30% (10% each)
Marketing Project (1 Total)	20%
Total:	100%

Homework Assignments (25%): Homework assignments will be used to help students apply concepts from the course. Assignments include case studies, essays, and additional research. This also includes the module on APA formatting and plagiarism.

Discussions/Replies (25%): Although this is a flex course, both face to face students and online students will be required to answer a discussion question each week. Students are expected to answer each posted question, as well as responding to fellow students. For full credit, responses must demonstrate a complete understanding of the topic, be posted on time, and add to the value of the discussion topic. Participation of each student is vital to the overall learning environment of the class, and it is essential that each student post in response to each question in a timely manner.

Students will be required to answer the initial discussion question, plus comment on the answers of at least 2 other students. Initial postings are due on Thursdays; additional postings are due on Sundays. Discussion

questions submitted after the Sunday for each week will not be accepted, resulting in a grade of zero for that discussion component. Please see the example discussion question response provided in Canvas.

Exams (30%): A total of 3 exams will be given, worth 10% of your overall grade for each. Exams will cover the following areas:

Exam 1: Chapters 1-6 (including Ch. 6)

Exam 2: Chapters 7-12 (including Ch. 12)

Exam 3: Chapters 13-19 (including Ch. 19)

Exams will cover information learned from the discussion questions, resources provided online, from the text, and applications of the information. Exams will consist of multiple choice, short answer, essay, and problem solving. All exams are open book and open note. Exams will be due no later than Midnight of the due date. If you will not be able to meet this deadline, you must contact the instructor via email. **No late exams will be accepted without prior written instructor approval.**

Marketing Project (20%): The marketing project will require a marketing plan for a company based on an outlined scenario. Students will be required to conduct research which will be incorporated to the plan, outline how the plan will be executed, and how this plan will address the problem identified in the provided scenario. Submissions will be made in the form of a power point presentation and be submitted both in the appropriate drop box and on the Week 15 discussion forum. Specific directions and deliverables will be provided in Canvas.

Late Policy:

Late Assignments (Homework Assignments and Marketing Plan) Policy

Late assignments (homework assignments and marketing plan) will be accepted and graded according to the following guidelines:

Days Late	Penalty
Up to 1	10%
Up to 2	20%
Up to 3	30%
Up to 4	40%
Up to 5	60%
Up to 6	80%
Up to 7	100%

No credit will be provided for assignments submitted 7 or more days late. No work will be accepted after the last day of the term, even if within the 7 day window. If extenuating circumstances arise, please contact the instructor immediately. Exceptions will be made on a case by case basis and must be requested in writing prior to the posted deadline.

Late Discussion Policy

Students will be required to respond to questions posed by the instructor. Responses should address directly the issues raised by the questions posed. Original responses to the question are due by Thursday, with follow up discussions due by Sunday. Postings made after the week closes will be counted as a zero.

Late Exam Policy

Exams submitted after the posted deadline will not be accepted. Exceptions will be made on a case by case basis and must be requested in writing prior to the posted deadline.

Exceptions/Extensions

If extenuating circumstances arise, please contact the instructor immediately. Deadline extensions will be reviewed on a case by case basis and must be requested by email PRIOR to the posted deadline for any assignment, discussion question, or exam.

Assignment Submissions & Grading

Electronic submissions via Canvas or email attachment must be submitted as a .docx, .rtf, .xls, .ppt or .pdf.

Once work has been submitted, it is available for grading, even if the deadline has not passed. All graded work, submitted by deadline, will be graded within 72 hours of the submission deadline, unless otherwise communicated by the instructor. Work submitted after the deadline will be graded based upon the instructor's schedule, but previous to the end of the term.

Redone/resubmitted work will not be accepted unless it is requested by the instructor.

Instructor Communication Policy

The instructor strives to answer all emails, phone calls or text messages within 24 hours under normal circumstances. The best method of contact is through email. However, errors in receiving email do occur. If you have emailed the instructor and have not heard back within 24 hours, please follow up with a text.

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 outcomes.

Academic freedom allows the instructor (1) to determine course outcomes, within the bounds of established curricula, and the means by which a student's mastery of those outcomes 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 were 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.

Course Learning Outcomes/Competencies:

1. Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
 2. Analyze the characteristics, motivations, and behaviors of consumers.
 3. Analyze the influence of external factors on marketing.
 4. Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.
 5. Analyze the role of marketing research in decision making.
 6. Describe the elements, design, and purposes of a marketing plan.
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COURSE RECORDINGS

Some class sessions or portions of class sessions may be recorded by myself or other students. If this causes you concern, please contact me as soon as possible. This course can only be recorded with the advance permission of the instructor.

COURSE EXPECTATIONS (See Academic Affairs Notice for further details):

Reading and Preparation:

- According to Cliff Notes, students should expect 6 to 9 hours of work outside of class for each course they take each week. Regardless of whether you are an On-Campus or Online student, there will be out-of-class assignments for you to complete.
- Students are expected to read all assigned material **before** completing course work.
- Students are expected to review the slides and any videos **before** completing course work.

Communication:

- Your instructor will send out an announcement every Monday regarding class, and periodically throughout the week as needed. These announcements include important information about the upcoming week, changes in assignments, and other important information. You are expected to read these announcements each week.
- 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.

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. This includes:
 - Refraining from the use of profanity or otherwise inappropriate language.
 - Being respectful of others, even if you do not agree with their opinions and statements.

Cheating/Plagiarism/Use of AI/Academic Integrity

- 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!**
- Use of AI and AI tools to complete assignments is strictly prohibited and may result in a zero on the assignment and failure of the course.
- Copying and pasting of material for exams or assignments – especially from paper mills or sites such as Course Hero is strictly prohibited and may result in a zero on the assignment and failure of the course.
- Your instructor reserves the right to run any student submitted assignment through plagiarism or AI checking software, such as TurnItIn, if a violation is suspected.

Disabilities Services:

It is the mission of the Disability Services Center at Lakes Region Community College to provide equal educational access, opportunities, and experiences to all qualified students with documented disabilities. Reasonable accommodations are provided to students so that they can achieve at a level limited only by their abilities and not by their disabilities. Assistance is provided in a collaborative way to help students develop strong and effective independent learning and self-advocacy skills, as they assume responsibility for reaching their academic goals.

Contact the Accessibilities Coordinator at LRCCAaccessibility@ccsnh.edu.

Diversity, Equity, and Inclusion Statement

The content of this course is designed to challenge your viewpoints and perspective as part of your learning experience. It is my intent that students from all backgrounds and perspectives are well-served by this course. Students' learning needs will be addressed both in and out of class, and the diversity of students will benefit the class and will be considered a resource and strength. Materials and activities presented in class will respect diversity including gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture.

- Discuss privately with me if you feel your success in the class is being impacted by experiences outside of class. I am always open to listening to students' experiences and want to find acceptable ways to process and address the issue.
- If you feel that something offensive occurred regarding DEI topics in class (by anyone) that made you feel uncomfortable, please let me know.
- Please make me aware if you have a name and/or set of pronouns that are different from those appearing on your official records.
- I encourage you to seek out other resources, such as an academic advisor or another trusted faculty member, if you feel more comfortable addressing issues with these individuals. [Anonymous feedback can be submitted here.](#)

It is my hope that this course meets your every expectation as a challenging, engaging, and 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. Should we fail to arrive at a mutually satisfactory understanding, you should take the matter to my immediate supervisor, Scott Maltzie at smaltzie@ccsnh.edu.

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.

Course Timetable

Week	Date	Topic	Assignment	Outcomes
W1	1/16 to 1/21	APA and Plagiarism Ch. 1: Marketing & Customer Value	Start Here Activities, Discussion Question	#1, 2, 3
W2	1/22 to 1/28	Ch. 2: Strategic Planning in Marketing	Discussion Question, Assignment #1	#1, 2, 3, 4, 5, 6
W3	1/29 to 2/4	Ch. 3: Consumer Markets & Purchasing Behavior Ch. 4: Business Markets & Purchasing Behavior	Discussion Question	#1, 2, 3, 4
W4	2/5 to 2/11	Ch. 5: Marketing Segmentation, Targeting, and Positioning	Discussion Question Assignment #2	#1, 2, 3, 6
W5	2/12 to 2/18	Ch. 6: Marketing Research & Market Intelligence	Discussion Question Exam 1 – Ch. 1 thru 6	#1, 2, 5, 6
W6	2/19 to 2/25	Ch. 7: Marketing in a Global Environment Ch. 8: Marketing in a Diverse Marketplace	Discussion Question	#1, 2, 3, 6
W7	2/26 to 3/3	Ch. 9: Products: Consumer Offerings	Discussion Question Assignment #3	#1, 2, 4
W8	3/4 to 3/10	Ch. 10: Maintaining a Competitive Edge with New Offerings	Discussion Question Assignment #4	#1, 2, 6
W9	3/11 to 3/17	Spring Break!!!	No New Materials	No New Materials
W10	3/18 to 3/24	Ch. 11: Services: The Intangible Product Ch. 12: Pricing Products and Services	Discussion Question	#1, 4, 5, 6
W11	3/25 to 3/31	Ch. 13: Integrated Marketing Communications	Discussion Question Exam 2: Ch. 7 thru 12	#1, 2, 4, 6

W12	4/1 to 4/7	Ch. 14: The Promotion Mix: Advertising & Public Relations	Discussion Question	#1, 2, 3, 4, 6
W13	4/8 to 4/14	Ch. 15: The Promotion Mix: Personal Selling & Sales Promotion	Discussion Question Assignment #5	1, 2, 3, 4, 6
W14	4/15 to 4/21	Ch. 16: Direct, Online, Social Media, & Mobile Marketing	Discussion Question	#1, 4, 6
W15	4/22 to 4/28	Ch. 17: Distribution: Delivering Customer Value	Discussion Question Marketing Project Due	#1, 4
W16	4/29 to Sat. 5/4	Ch. 18: Retailing & Wholesaling Ch. 19: Sustainable Marketing: The New Paradigm	Discussion Question, Exam 3 – Ch. 13 thru 19	#1, 2, 3, 4, 6

NOTE: Your instructor reserves the right to modify assignments as circumstances dictate. Changes will be communicated to students through the Canvas Announcement tool.