



Course Syllabus

- **Course Number:** BUS260L

- **Course Title/Modality:** Principles of Marketing

- **Credit Hours:** 3

- **Semester:** Fall Term 1 2025
- **Dates:** Monday, August 25, 2025 through Friday, October 18, 2025 (8 weeks)
- **Faculty Name:** Dr. Robin Schofield

- **Email Address:** rschofield@ccsnh.edu

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

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- **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.
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- **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.
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- **Grading**

Grading Scale:

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|----|--------|----|-------|----|-------|----|-------|
| 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 (8 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. The lowest discussion grade for the term will be automatically dropped from the student's average.

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 for extenuating circumstances.

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.

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 EXPECTATIONS:

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.

Artificial Intelligence (AI):

The unethical use of Artificial Intelligence (AI) is not permitted in this class. This includes using an AI program, such as ChatGPT to author any portion of your papers, discussion posts, or other written work. Any work authored by AI will violate the academic integrity policy and result in a zero for the assignment, and may be reported as a formal violation of academic integrity.

- **Academic Integrity, Cheating, and Plagiarism**

Honesty is expected of all LRCC students. In academic matters this includes the submission of work that clearly indicates its sources. Dishonest acts include cheating and plagiarism, as well as other forms of academic misconduct.

Cheating is defined as copying or otherwise using material from others, or using sources not approved by faculty.

Plagiarism is defined as using the work (ideas, words, artwork, etc.) of another person as one's own. The failure to cite sources or the extensive use of others' work in written material are the most common types of plagiarism.

Cheating, plagiarism, and other forms of academic misconduct are considered serious disciplinary matters and are subject to the same penalties and procedures as other LRCC disciplinary matters. Students should be aware that penalties levied in substantiated cases of cheating or plagiarism may include, but are not limited to, the issuance of a grade of F, which may in turn lead to delay of graduation. Repeated offenses may lead to dismissal from a program or from the college.

Refer to the Academic Honesty Policy in the Student Handbook.

- **Non-Discrimination Policy**

Lakes Region Community College does not discriminate in the administration of its admissions and educational programs, activities, or employment practices on the basis of race, color, religion, national origin, age, sex, disability, gender identity and expression, genetic information, veteran status, sexual orientation, or marital status. This statement is a reflection of the mission of the Community College System of New Hampshire and LRCC and refers to, but is not limited to, the provisions of the following laws:

- Titles VI and VII of the Civil Rights Act of 1964
- The Age Discrimination Act of 1967
- Title IX of the Education Amendment of 1972
- Section 504 of the Rehabilitation Act of 1973
- The Americans with Disabilities Act of 1990 (ADA)
- Section 402 of the Vietnam Era Veteran’s Readjustment Assistance Act of 1974
- NH Law Against Discrimination (RSA 354-A)
- NH Law RSA 188-F:3-a
- Genetic Information Nondiscrimination Act of 2008

LRCC degree, certificate, and career training programs are designed to meet the educational and workforce needs of the Lakes Region. Career and Technical Education (CTE) opportunities will be offered regardless of race, color, religion, national or ethnic origin, age, sex, sexual orientation, marital status, disability, gender identity or expression, genetic information, or veteran status. LRCC reduces barriers to future career and educational opportunities for area residents by helping them upskill with general academic and technical education, as well as customized business and industry training. View the CTE program details at LRCC.edu.

Inquiries regarding discrimination may be directed to Laura LeMien, Associate Vice President of Academic & Student Affairs and Title IX Coordinator, at LLeMien@ccsnh.edu

Course Timetable

| Week | Date | Topic | Assignment | Outcomes |
|------|-------------|--|---|-------------------|
| W1 | 8/25 – 8/31 | APA and Plagiarism Ch. 1: Marketing & Customer Value Ch. 2: Strategic Planning in Marketing | Start Here Activities, Discussion Question Assignment #1 | #1, 2, 3, 4, 5, 6 |
| W2 | 9/1 – 9/7 | Ch. 3: Consumer Markets & Purchasing Behavior Ch. 4: Business Markets & Purchasing Behavior | Discussion Question, Assignment #2 | |
| W3 | 9/8 – 9/14 | Ch. 5: Marketing Segmentation, Targeting, and Positioning Ch. 6: Marketing Research & Market Intelligence | Discussion Question, Exam 1 – Ch. 1 thru 6 | |

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|----|---------------|--|---|-------------------|
| W4 | 9/15 – 9/21 | Ch. 7: Marketing in a Global Environment Ch. 8: Marketing in a Diverse Marketplace Ch. 9: Products: Consumer Offerings | Discussion Question Assignment #3 | #1, 2, 3, 4, 6 |
| W5 | 9/22 – 9/28 | Ch. 10: Maintaining a Competitive Edge with New Offerings Ch. 11: Services: The Intangible Product Ch. 12: Pricing Products and Services | Discussion Question Exam 2: Ch. 7 thru 12 | #1, 2, 4, 6 |
| W6 | 9/29-10/5 | Ch. 14: The Promotion Mix: Advertising & Public Relations Ch. 15: The Promotion Mix: Personal Selling & Sales Promotion | Discussion Question Assignment #4 | #1, 2, 3, 4, 6 |
| W7 | 10/6 – 10/12 | Ch. 13: Integrated Marketing Communications Ch. 16: Direct, Online, Social Media, & Mobile Marketing | Discussion Question Assignment #5 Marketing Project | #1, 2, 3, 4, 6 |
| W8 | 10/13 – 10/18 | Ch. 17: Distribution: Delivering Customer Value Ch. 18: Retailing & Wholesaling Ch. 19: Sustainable Marketing: The New Paradigm | Discussion Question Exam 3 – Ch. 13 thru 19 | #1, 2, 3, 4, 5, 6 |

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