IMPORTANCE OF MARKETING

Marketing, as an area of study, represents a synthesis of several other established disciplines including psychology, communication, sociology, engineering, law, and topics typically associated with business (e.g., management, finance). Marketing is also one of the fastest growing areas in business today. As our economy has become more competitive, companies have come to realize the importance of the marketing concept.

COURSE LEARNING OBJECTIVES

During the course of the semester, we will examine the marketing profession from a number of perspectives:

1. Marketing as a set of techniques, tools, or practices designed to deliver sales to a company. (Managerial Perspective)
2. Marketing as a philosophy that should guide managers of businesses, non-profit organizations, religious groups, and government agencies. (Strategic Perspective)
3. Marketing as a force that impacts our day to day lives as consumers. (Consumer Perspective)
4. Marketing as a cultural force that can produce both great good and great harm. (Moral/Ethical Perspective)

Specific course goals include helping you to understand:

- The role of marketing in the global economy.
- How to spot opportunities in the marketing environment.
- The importance of the consumer, and the vital need for a consumer orientation on the part of all employees in a firm.
- How to make ethical marketing decisions.
- The basic vocabulary of marketing professionals.
- Application of marketing principles and analytical skills.
- How to be a smart consumer.

**CLASS PARTICIPATION & ENGAGEMENT**

Class time will often be spent on lectures, discussions and projects designed to illustrate the topics covered in the text. To fully benefit from these activities, it is important that you come prepared to participate. My subjective assessment of how well you participate in class will be based on things like the frequency and quality of your participation in class discussions, the degree to which it appears you have done the assignments before coming to class, how well you work with others, and finally, attendance. You will be asked to complete assignments outside of class. Performance on these assignments affects my assessment of your class participation and your overall grade in the course.

I will also track your use of the articles, documents, etc. placed on Angel or MyLab, whether or not they are specifically graded. Students who make use of these items to enhance learning will earn extra points on class participation and engagement.

**GRADING POLICY**

You will be awarded a letter grade for each of your exams, quizzes, assignments and cases. Your final grade will be a weighted average of these letter grades and the instructor’s subjective assessment of your class participation. (Plus/Minus grading is only used for final grades. Grades given during the semester will be A, B, C, D, or F.)

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* At the instructor’s discretion, your final grade may be altered up or down based on your level of professionalism and class participation. If you have concerns regarding your relative performance on these dimensions, you should ask for feedback from the instructor.
MAKE UP EXAMS (AND QUIZZES)

Make-up exams are only given when you have been absent due to documented medical problems. In addition, I reserve the right to administer oral or essay exams. If you need to miss class for reasons other than documented medical problems, you should contact the instructor ahead of time and make arrangements to take the exam/quiz or the assignment early.

All assignments are due on the date listed in the schedule. **Assignments will never be accepted late.** Please make arrangements to complete your assignments early to avoid the typical “last minute” problems (computer lab too crowded, disk failure, car broke down on the way to school).

ALTERNATIVE APPROACHES TO INSTRUCTION

Most of the course will be taught face-to-face. However, I am experimenting this semester with some alternative approaches to instruction and from time to time, you may be asked to participate in activities usually associated with online education. This might include watching presentations online instead of attending a class lecture, using social networking technologies (e.g. LinkedIn, Diigo) or the use of other innovative teaching methods. For the most part, however, class will be conducted in the traditional fashion.

ACADEMIC INTEGRITY

Students are expected to know and understand college policies with regard to academic integrity. (These can be found at: [http://www.canisius.edu/catalog/academic.asp#integrity](http://www.canisius.edu/catalog/academic.asp#integrity)). Violations of academic integrity will be prosecuted fully. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well. If you have any questions about this policy, please see the instructor.

Please review the information at the academic integrity link provided above so that you are familiar with the standards you will be held accountable for. Specifically, you are discouraged from “cutting and pasting” content from websites and representing this content as your own work. The instructor of this course frequently uses plagiarism detection software to detect violations of this policy. If you are in doubt as to the appropriate use of online content in your assignments, please contact the instructor to discuss this issue.

JESUIT TRADITION

This course will be taught using an educational strategy known as the *Ignatian Pedagogical Paradigm*. Central to this approach are three key processes: Experience, Action and Reflection. The experience component refers to those activities used to convey knowledge to the student. For instance, in this course you will read a textbook and listen to presentations by the instructor. The action component refers to those activities where you apply or work with the knowledge. In this class you will engage in assignments or projects where you put the course material to use. Finally, we will frequently engage in activities where you reflect on the meaning as well as the personal, ethical and societal implications of the course material. This approach to teaching is
based in hundreds of years of tradition and is one of the many ways in which your experience at Canisius is different from that of students at other kinds of colleges or universities.

**STUDENTS WITH DISABILITIES**

Students with disabilities (e.g. dyslexia, hearing impairment, etc.) which might make it difficult to complete any activities, assignments or testing required in this course should notify the instructor as soon as possible so that appropriate arrangements may be made. They should also contact the Office of Disabilities Support Services (Old Main 03, ext. 3748) for detailed information about campus resources and services available to them.

**WITHDRAWAL**

Please consult the college catalog for further details about withdrawing from a course.

**COURSE COMMUNICATION**

I will utilize a variety of methods to keep you informed of course related events. An Angel website has been established for the course, and will be utilized frequently to make announcements. It is your responsibility to check your email frequently to ensure that you have received this information. The course syllabus and course schedule are posted there, along with assignments. It is your responsibility to review the schedule frequently, and to familiarize yourself with due dates and assignments. The schedule is subject to change, so you should check it at least once a week. If you use an email account other than your Canisius account, you will need to update your personal information on Angel to include the alternate email address. The IT helpdesk can explain how to do this.

**OFFICE HOURS**

Office hours are on Tuesdays and Thursday immediately after class. If you need to meet with me outside that time, send me an email and depending on my schedule, I can arrange an alternate time to meet with you. I am also willing to answer questions via email. You may contact me by email: owusum@canisius.edu.