COURSE OVERVIEW

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

– American Marketing Association, 2007

This course aims to provide undergraduate students with a broad background on the nature and scope of marketing concepts used in business. Topics include marketing research, consumer behavior, product development, pricing, marketing channels and distribution, promotional strategy, international marketing, and ethical issues, etc. The ultimate goal of this course is to familiarize students with the vocabulary and concepts of marketing, the role of marketing within the firm and functional, strategic and ethical problems dealt with by marketing managers in their efforts to compete in the global marketplace. Students will see that regardless of their career direction, an understanding of marketing concepts will assist both their professional and personal lives.

REQUIRED READING

Book Title: Principles of Marketing

Author(s): Jeff Tanner, Jr. and Mary Anne Raymond


The book can be viewed online at $24 using the URL listed below – this URL is unique for your class: https://students.flatworldknowledge.com/course/2473403?nop=&search=garrity&searchtype=professor

(please note that to search for the book by professor you will need to enter Garrity instead of Schilling-Faleski)

Students who wish to purchase an alternate version of the book can do so by visiting the link above and selecting a black & white textbook ($89) or a color textbook ($139) that can be shipped to you. You can also read the textbook using eReader or tablet device (e.g. iPad), after some service payments.

COURSE LEVEL LEARNING GOALS

1. Marketing Concepts – Identify marketing concepts and strategies.
2. Market Orientation – Recognize the importance of customer needs and wants as the foundation for marketing decision-making.

3. Marketing Decision-Making – Apply the processes and techniques used in marketing decision-making.

4. International Marketing – Comprehend the opportunities and challenges offered by international marketing.

5. Ethics and Social Responsibility – Analyze the complexity of marketing decision making in light of economic, societal, and ethical demands.

COLLEGE, PROGRAM AND MAJOR LEARNING GOALS

This course is designed to help students achieve one or more College Core, Business Program and/or Major level learning goals and objectives. You can see the specific College, Program or Major level learning goals and objectives associated with the course from this page on the College website: http://bit.ly/bcoreLG.

TEACHING PHILOSOPHY

This course emphasizes what some educators refer to as “active learning.” This means that a great deal of in-class time is spent on identifying the current trends in market and applying the knowledge learned from lecture to the real market situations.

1. Stimulating students’ intellectual curiosity

2. Learning from real cases / theories / others
   a. Discuss a lot
   b. Listen to the instructor and your classmates
   c. Criticize others but in a productive way; Accept others’ criticism but in a positive way
   d. Seek/suggest alternatives, if you see any possible improvement

3. “You can see as much as you know.”
   a. Be sensitive to current trends
   b. Open your minds – be creative
   c. Learn from diverse sources

4. “With great power, comes great responsibility.”
   a. Ethical marketers
   b. Social value – contributions to society

COURSE CONDUCT AND CLASSROOM FORMAT

Class sessions will involve a variety of teaching techniques, such as lectures, video cases, discussions, and student presentations. Much of this time will be devoted to lecture on and discussion of material related to the assigned readings. I will present the topics in a supplemental (to the assigned readings) and – depending on the technology available – illustrative manner to permit you to better understand the textbook topics (traditional teaching approach). These presentations will be integrated with classroom discussions to encourage active (not just passive) learning. Students have the responsibility (1) to be prepared for each class session reading and (2) to participate in all classroom discussions. Specifically, the class will consist of the following sections:

1) Let’s talk about it – discussing the current issues in marketing
2) Lecture
3) Before- or After-class quiz (4 questions each time)

GRADING POLICY

You will be awarded a score for each of your exams, quizzes, assignments, and class attendance. Your final grade will be determined based on the sum of the scores.

1. Attendance 10%
2. Before- or After-Class Quizzes (4 questions each time) 10%
3. Bi-Weekly Report 3% x 5 15%
4. Exam 15% x 3 45%
5. Team Project 20% = 100%

Final Grades

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

All your attendances and exams will be posted on D2L usually after each class and exam. All concerns/questions about all the grades must be discussed within a week after the grade is posted. After that, no grade changes will be discussed or older tests reviewed.

1. ATTENDANCE (10%)

It is important that you attend class regularly. This course has a very strict attendance policy.

☐ 1 unexcused absence = no penalty, but use this opportunity for emergency situation
☐ 2 unexcused absences = -5 pts out of your overall grade
☐ 3 unexcused absences = -10 pts out of your overall grade
☐ 4 unexcused absences or more = Failing grade

If you miss class on a day when an exam is given, you can only make up the exam if you have an excused absence. Otherwise, you will receive a failing grade. Please review the attached schedule. If you need to be absent for any reason other than illness, please clear it with the instructor ahead of time.

Also note that unexcused absences affect your grade significantly. For instance, just TWO unexcused absences (i.e., one unexcused absence = -5) can lower your final grade by a full letter. If you find that your other commitments will prevent you from meeting the attendance requirements of the course, please withdraw from the course and select an alternate section. If you miss class without any excuse more than three times, you will fail this class.
2. **BEFORE- OR AFTER-CLASS QUIZZES (10%)**

To encourage you to keep on schedule with the reading and pay attention to classes, there will be quizzes right before or after each lecture. Each quiz has 4 questions and at the end of semester, all your points will be added and recalculated into 10% in your total score.

For example, suppose that we have 25 quizzes during this semester, so the full points you can get from them are 25 x 4 = 100 points. Let’s say you get 80 points from all the quizzes. In this case, your final score is 8 out of 100 (80:100 = x:10 ; 100x = 800 ; x = 8).

As for the unexcused absences, you’ll simply lose 4 points from each absence – no make-up exams. If your absences are excused, your final score will be calculated based on all the possible scores you could get during this semester.

More importantly, around 20% of questions in your exams will be from before- or after-class quizzes.

3. **Bi-Weekly MKT News Report or Videography (15%)**

To encourage you to be interested in the current issues in marketing, you are required to summarize 2 news articles or report 2 videography findings with your comments; both should have valuable marketing implications (i.e., things you could learn). You can also report 1 news article and 1 videography finding. Basically, any combination of news article or videography is fine, but the number of reporting is NOT limited to 2. Here is the detailed instruction:

1) **Summarizing News Articles**

You summarize news article(s) you chose to help others’ understanding. Please introduce the core points others can learn from your news articles. Your summary should include ‘title of news article’, ‘source info (e.g., web link)’, ‘your summary,’ ‘managerial implications’, and etc. Adding relevant pictures are required. Detailed items that should be included in your report are introduced below.

2) **Findings from Videography**

We're living under the influence of marketers, and thus, many of their strategies are exposed to us. Please report some interesting marketing strategies/ideas that can be found around you and make some evidence using your camera (e.g., smart phone or digital camera). In your report, you are required to include relevant pictures and your own descriptions regarding why they are important, what we can learn from your observation, or positive/negative points. Both good and bad examples of marketing efforts will be welcome. Detailed items that should be included in your report are introduced below.

Your report **should be min. 600 words each**, but not limited to that length and include the following components in your report:

1. Title
2. Relevant Image(s)
3. Summary
4. Good marketing implications & learning points for others (i.e., how your findings can be applied to other contexts)
5. Your opinions & evaluations based on evidence 6. References – multiple references

(APA style) (refer to the following link for APA style)

In grading your report, I’ll consider:

- Topic uniqueness / Topic diversity
- Readability (i.e., reader-friendly)
- Length & depth
- Evidence to support your thoughts - It requires additional research.
- Above all, what we can learn from your report & how it can be applied to other contexts in marketing or business.

Your file in the format of MS Word should be sent to the drop box on D2L by every Thursday 10 PM (no assignment in the 1st week of class). Your file name should be “your last name, first name” (e.g., Bond_James_W1.docx). Please make sure you upload your file into the correct folder and whether your file is correctly downloadable. You’re responsible for the posting process. If you see any type of problems, please send your assignment directly to me at schillik@canisius.edu.

* The files sent after the deadline will be penalized - 10 points per hour.

** You’re supposed to make 5 reports during this semester and each report is 3 points (3% x 5 = 15%).

4. EXAMS (15% X 3 = 45%)  

There will be three examinations as part of the course requirements. All exams will be noncumulative. The exams will consist of true/false questions, multiple-choice, and fill-in-the-blank type of questions asking specific terminology or concept. Exam questions will be from Let’s talk about it (class discussion), lecture notes, textbook, and before- & after-class quizzes.

5. TEAM PROJECT – WRITING AND PRESENTING A CASE STUDY (20%)  

You are asked to make a case study about any topic in the domain of marketing. Your case analysis should include a complete discussion of the major issues in the case and a proposed solution to the problems (things we can learn from your case). An outline of an acceptable case analysis will be given in class later. The page length should be no more than 20 pages (double spaced), including figures, tables, and references. The recommended number of team members is 3 or 4 in one team.

6. EXTRA POINT OPPORTUNITIES (+ α)  

1) Class Participations (Reward: 1 or 2 extra points)  

The class will begin with discussing diverse current issues in marketing, so your participations to the discussions are essential. The person(s) who passionately participated in class discussions will be given 1 or 2 extra point. My subjective assessment of how well you participate in class will be based on the frequency and quality of your participation in class discussions.

* 3 points will be distributed each month (Sept. Oct., and Nov.) and the same person cannot get more than 2 extra points from class participations.

2) Research Participations (Reward: 1 extra point per participation)  

You may be given a chance to participate in research survey/experiment(s). Your help for the academia will be rewarded with a small benefit of one extra point. The available study participation opportunities will be announced later, if any.

3) Presenting Useful/Valuable News Articles or Videography (Reward: 1 extra point each)
After reviewing your weekly report, I’ll choose interesting reports each week and they will be introduced in class. People whose reports are selected will be given one extra point.

WITHDRAWAL

Students may withdraw from this course without academic penalty at any time before the end of the twelfth week of the semester. Please consult the college catalog for further details.

MAKE-UP EXAMS

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 medical problems, you should contact the instructor ahead of time and make arrangements to take the exam early.

ACADEMIC CONDUCT:

Students are expected to conduct themselves in an ethical manner in this course. Guidelines of unacceptable behavior and the penalties incurred by such are described in the Academic Misconduct section of the college catalog (e.g., plagiarism, cheating, false information and lying). Please review this information so that you are familiar with the standards you will be held accountable for (Code of Academic Integrity: [http://www.canisius.edu/catalog/academic.asp#integrity](http://www.canisius.edu/catalog/academic.asp#integrity)). Specifically, you are discouraged from “cutting and pasting” content from web sites 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.

ELECTRONIC DEVICES

If you use your lab top computers and other electronic devices (e.g., smart phones) to check e-mail, surf the web or similar, their use is simply too disruptive. It is strongly recommended NOT to use them in class. If I find someone using electronic devices, the person will get penalized with the warning (-1 point from your total score).

NOTE TO 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 in the first two weeks of the course 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. Students with health conditions (e.g. seizures, hypoglycemia, etc.) which might require emergency intervention during class time are encouraged to share this information with the instructor so that appropriate care may be provided in the event of a classroom occurrence.

COURSE COMMUNICATION

I will use email and the course web site (D2L) as a primary mechanism for making announcements and distributing course material. It is your responsibility to check the web site and your email frequently for class related information.

*On a separate page you will see a summary of the Day by Day in class special activities, homework assignments, test deadlines, etc. for the Spring 2016 semester.*
Pledge

You have been given the opportunity to ask questions about the syllabus before you sign. By voluntarily signing this form, you show that you have read all the pages in the syllabus on page 1-10 above and you promise to keep the Code of Academic Integrity described below:

The Code of Academic Integrity automatically binds all Canisius College students. As a reminder and reinforcement of the ideals this code embodies, faculty members are asked to place a pledge on scheduled tests and assignments, as well as in the course syllabus. Students, in turn, are asked to carefully consider and sign the pledge, which reads:

Plagiarism & Team Projects: Students working in teams have the obligation to check each other’s submissions to guarantee that no part of the team submitted document is plagiarized. In the event that any part of a team project is plagiarized, all members of the team will be held responsible and penalties will be applied to all, regardless of whether or not one member later confesses. Submissions may be checked for plagiarism by utilizing one of the programs such as Turnitin.com available through the Canisius College library website.

Withdrawal: Students may withdraw from this course without academic penalty at any time before the end of the twelfth week of the semester. Please consult the 2013-2015 Canisius College catalog, available at http://www.canisius.edu/catalog for further details. Disabilities and Health Issues: 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 004, ext. 3748) for detailed information about campus resources and services available to them. Students with health conditions (e.g. seizures, hypoglycemia, etc.) which might require emergency intervention during class time are encouraged to share this information with the instructor so that appropriate care may be provided in the event of a classroom occurrence.

As a member of the Canisius College Community, I understand and will uphold the standards for academic behavior as stated in the Code of Academic Integrity.

Signed ____________________________ Student ID ____________________________