CANISIUS COLLEGE  
Richard J. Wehle School of Business  
Principles of Marketing  
Fall 2015 Syllabus

MKT 201 B  #30960  Room OM 403  MW  7:35am – 8:50am

Instructor: Peter Hall, Adjunct Professor  Email: hall7@canisius.edu  
Work: 845-7000 x205  Cell: 716-472-2980

Office Hours: Before and after class in classroom and by appointment

Text: Boone/Kurtz, Contemporary Marketing, Update 2015  
1285187628 | 9781285187624

Students can rent (recommended) this book for about $60 at this URL:  
http://www.cengagebrain.com/shop/search/9781285187624

2015, 2014 published by Cengage Learning

Your instructor will help you register for the required Links Marketing Principles Simulation ($35) and will provide you with a hard copy of the manual, but the Links Marketing Principles Simulation Manual can be read or downloaded for free anytime online:  

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

Course Level Learning Goals:

These are learning goals developed by Professor Hall and some may be specific to this section of Marketing. It is possible for the same course, taught by different instructors, to have different course level learning goals.

- Demonstrate critical thinking and argumentation skills with emphasis on problem identification from various viewpoints, causal diagnosis, and solution development. This will be observed through tests, as well as written homework assignments including “PSR” business memos, oral reports, in-class guided activities, and in-class discussion.

- Develop and demonstrate effective communication, written and oral. This will be observed through written homework as well as several opportunities to speak to the class, by yourself and with your team, with and without PowerPoint.

- Develop comfort with team/group interaction and involvement. The class will be divided into six groups and each group will engage in a “LINKS” marketing game, marketing a company’s products through several quarters. Each team will also work on a semester-long analysis of a not-for-profit organization, culminating in each group writing a 20 page final paper/marketing plan and presenting a final in-class formal oral presentation.

- Identify the elements of the marketing mix and demonstrate knowledge about how they provide value to the end user. Apply analytical skills and reflective
thinking as you examine an organization’s “6 Ps” (Product, Packaging, Place, Price, Positioning and Promotion) and conduct a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats).

- Identify the elements of the promotional mix and demonstrate knowledge of their role in marketing. These elements include (among others) Public Relations, Advertising, Sales Promotions, Direct Marketing, Personal Selling, and Social Media.
- Identify the stages of the product lifecycle and demonstrate knowledge of how marketing activities change as products move across the different stages.
- Evaluate “real life” marketing situations in light of the following topics: ethical understanding, diversity, multicultural awareness, global issues, and environmental impact (including sustainability).

When you have completed MKT 201 you will know how to:

- Write a résumé and develop a LinkedIn profile
- Write concise “PSR” format business memos (Problem, Solutions, Recommendation)
- Segment, Target, and Position (“STP”)
- Write a Marketing Plan
- Read Financial Statements
- Conduct a breakeven analysis and develop a pricing strategy
- Forecast sales
- Be a better public speaker and presenter
- Improve your team building skills
- Tell three “clean” jokes

**Grade Evaluation:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
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<tbody>
<tr>
<td>Attendance</td>
<td>5%</td>
</tr>
<tr>
<td>Oral</td>
<td>5%</td>
</tr>
<tr>
<td>Class Participation</td>
<td></td>
</tr>
<tr>
<td>Two (2) Group Presentations</td>
<td>10%</td>
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<tr>
<td>Ten (10) Written Homework Assignments</td>
<td>20%</td>
</tr>
<tr>
<td>Final Group Paper (20 page Marketing Plan)</td>
<td>20%</td>
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<tr>
<td>Overall score on LINKs simulation</td>
<td>10%</td>
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<tr>
<td>In class mid-term, LINKS quiz, pop quizzes</td>
<td>15%</td>
</tr>
<tr>
<td>Twelve (12) On-line Textbook Chapter Quizzes</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
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**Final Grades:**

- A 95 to 100
- A- 92 to 94.9
- B+ 88 to 91.9
- B 85 to 87.9
- B- 82 to 84.9
- C+ 78 to 81.9
- C 75 to 77.9
- C- 72 to 74.9
- D+ 68 to 71.9
- D- 65 to 67.9
- F 64.9 and below

**Group Work:**

You will be assigned to a group by your instructor. Your group will be responsible for two PowerPoint presentations in class as well as written documents to back up those presentations. The written documentation is due when you deliver your group’s oral reports. The first group presentation will last 10 to 15 minutes and will apply an aspect of marketing from your text applied to the LINKS marketing game. Please provide your
instructor with a three page written summary of your group’s talk and a print-out (six slides to a page) of your PowerPoint slides.

The second and final group presentation will be a Marketing Plan for a local Non-Profit Organization. Early in the semester your group must choose a non-profit organization to study (one at which none of you volunteer nor are employed). Your group will write a 20 page Marketing Plan for this organization using an outline provided by your instructor, make a 30 minute presentation of the plan in class at the end of the semester, and submit the plan as your final (20 page) paper. Also, please provide a print-out (six slides to a page) of your PowerPoint slides.

Teams will make the two formal (PowerPoint) presentations mentioned above, but will also become principals in “companies” to play the LiNKS Marketing simulation (“game”).

Test and Exam Policy:
For most assigned chapters in the text there will be a short test on D2L. Tests will cover material in your text book which may or may not be explicitly covered in class. On-line tests can be taken open-book, open notes, etc. but not with others. You are expected to take these tests individually. Using others to help you take your on-line tests will be considered cheating (see below). Tests are generally not cumulative unless specifically mentioned.

How to do well on tests:
1. Skim the assigned chapter or pages by only looking at material in the margins.
2. Go back and read the assigned chapter or pages. Understand the exhibits.
3. As you finish each section (every few pages) of a chapter, do the “Assessment Check” (1, 2, or 3 questions about what you just read).
4. When you are done, read the “Assessment Check: Answers” section and then make sure you understand the “Marketing Terms You Need to Know.”

Academic Integrity (Cheating):
As published on the college website, the Code of Academic Integrity states that:

“Academic integrity requires a commitment to five fundamental values: honesty, trust, fairness, respect, and responsibility. Plagiarism, cheating, and other proscribed behaviors violate these principles. The Code defines these fundamental values, describes the proscribed violations and details the adjudication process used to determine responsibility for academic dishonesty and the penalties that are incurred when violations are determined.”

Anyone suspected of cheating either during or subsequent to taking a test or exam, or anyone suspected of plagiarizing (copying someone else’s work and submitting it as your original work) on written assignments will be subject to disciplinary action. For further information, please go to http://www.canisius.edu/integrity/code.asp

Attendance:
Attendance will be taken at each class. You are allowed only three (3) unexcused absences (e.g. you slept late, your car wouldn’t start, your BFF came to visit you). To assist in keeping track of excused absences please submit a note explaining your absences (e.g. you were under a doctor’s care, you were traveling with your sports team) with valid documentation. Any student with more than three (3) unexcused absences will be penalized by dropping the final course one letter grade per unexcused absence (e.g. your final course
grade of B would become a C with your fourth unexcused absence, and so on).

**NOTE:** In addition, even though you are allowed three unexcused absences before it affects your **final** letter grade, you should know that your grade for attendance starts at 100% and will drop 10% for every class missed. Miss three classes, and your grade for attendance will be a 70%. Think of the 100% as a reward for perfect attendance.

**Lateness:** Every three late arrivals will count as one absence. Class starts at 7:35 a.m.

**Oral reports:**
For the first group reports, I’m looking for a 10-15 minute presentation using PowerPoint. Oral reports will be graded simply as A, B, C, or F (if you never make the report).
In calculating final semester grades these will translate as 95, 85, 75, or 0 (zero).
Here’s how to get an “A” on your oral report:

- **Act as if** you are addressing a very important client.
- Introduce us to all the members of your team.
- When introducing, tell us what **topic** each person will cover.
- As each person finishes, he or she should **introduce the next person** (again).
- As you take over, **thank the previous speaker** by name.
- **Smile. Act as if** you really like your team and you like your topic.
- Do NOT turn to look at the PowerPoint screen as you talk. Look at your audience and if you stand at the lectern you can also look down at the computer monitor.
- Do NOT read your PowerPoint slides to us. We know how to read, thank you.
- **Speak s-l-o-w-l-y.** Speak clearly. Speak up. Let the audience absorb what you are saying. It feels weird at first, but practice talking slowly and it will be your best ally.
- It’s okay to **repeat yourself.** And speak s-l-o-w-l-y **when you repeat yourself.**
- Follow the old rule: **Tell us what you’re going to say, say it, tell us what you said.**
- Keep your PowerPoint slides and transitions as simple as possible.

**Written homework:**
Submit homework using the D2L drop boxes provided. For most homework assignments, I’m looking for three (3) paragraphs (¶) per question. Each paragraph should have three to five sentences. There will be detailed descriptions on D2L.

Written work will be graded as 95, 85, 75, 65, 0 (zero) which translates as A, B, C, D, or F.

The first four assignments (Resume, PSR #1, PSR #2, and VALS/PRIZM) can be rewritten and **resubmitted for a higher grade but only if you first go to the Tutoring Center** (OM-315). The Tutoring Center will inform me if you have been there. For more information please contact the Tutoring Center office at tutoring.center@canisius.edu or (716) 888-2485.
In the past, Tutoring Center Hours have been: **Sundays:** 6 - 9 p.m. **Mondays - Thursdays:** 11 a.m. - 9 p.m. **Fridays:** 11 a.m. - 3 p.m. **Saturday:** Closed

All “written” homework must be word-processed using **12 point Times Roman type** (the same as this document). By the way, “written” does not mean “hand written.” It means “type written.” To make your documents easy to read please use:

- **bolding**
- **underlining**
- **bulleting**
Late homework:
Homework is due, in the drop box, at the start of class (7:35am) on the day it’s due. Late homework will be penalized as follows: For every class day that the homework is late, a letter grade will be taken off. For example, if a homework assignment is due in class on Monday and you hand it in on Wednesday, you lose a grade; by next Monday it’s another grade, and so on.  **Don’t submit work late!**

Writing Skills:
You will be graded (in part) on your writing ability. **Spelling, punctuation, grammar, and clarity are important.** You may be asked to attend peer tutoring in Old Main 315. If so, please make sure that your peer tutor fills out the form at the center so that I have proof that you went to your tutoring session.

Study Groups / Teams:
The class will form into six (6) study groups of approximately five people per group. Your instructor will form the groups. The six teams will be numbered 1 to 6 and you will see separate team assignments on the Day by Day Schedule provided. Teams will make at least two formal (PowerPoint) presentations and will also form “companies” to play the LINKS Marketing Principles Simulation (“game”).

Impairments and Disabilities:
No one will be discriminated against for having an impairment or disability. If you have an impairment or disability you should meet with me privately as soon as possible so that I can be of assistance to your success in this class. You should also register with the office of Disability Support Services (aka “The DSS Office”). Mrs. Dobies and her staff are your advocates and will help you arrange for necessary support.

Special Circumstances:
As early as possible please share with me privately any special situation that might complicate or compromise your success in my course. Please talk to me or e-mail me “sooner rather than later.” In the past students have had concerns about family issues, job responsibilities, travel issues, and participation in sports and clubs, to name a few.

In addition, you can visit with professionally qualified counselors free of charge at the College Counseling Center. Their mission is “to promote development of the whole person by helping students effectively transform life's challenges into opportunities for personal growth.” Visit them in Bosch 105 or call extension 2620.

Another avenue is the Office of Campus Ministry in OM 207. To quote from their web site: “The activities of Campus Ministry are open to students and staff of all faiths... We are guided by the cornerstones of spirituality, community, simplicity of life and service and are committed to work toward justice with people of all faiths.” [emphasis added] http://www.canisius.edu/images/userImages/campmin/Page_721/b050607.pdf
Visit them in OM-207 or call extension 2420.

Other useful information:

Communication:
I will communicate with you through your Canisius email account (yourname@canisius.edu). Please use hall7@canisius.edu when you communicate with me. To be able to spot your message quickly among the clutter we all get, please use the subject line and begin your subject with MKT 201. Again, my campus email address is: hall7@canisius.edu. If you need me immediately, send a text (716-472-2980).

Class assignments and useful information will be put on D2L. Please check it often.

**Computer (ITS) Help Desk extension 8340**
Whether you are going to use a laptop for an in-class presentation or whether you are going to use the Windows computer provided, practice with it in our classroom the day before you present and get to class 10 minutes early to set-up and troubleshoot before class starts.

**The Career Center:**
To quote selectively from their web site: “The Career Center at Canisius College provides personalized, cutting-edge services and programs to meet the complete career development needs of Canisius students …Whether you need help choosing a major, exploring careers, or developing job search skills, our staff is here to help you make the necessary preparations to achieve your goals … Following are just some of the services we provide: Career counseling, Résumé and cover letter critiques, videotaped mock interviews… Career counselors are available to assist you at every step of your career development.”

Visit them in the Griff Center in the OM basement or call extension 2475. You are paying for this resource. Use it!

An early assignment in this class requires you to hand in a Résumé. The Griff Center (formerly the Career Center) can help you with this now, and your instructor will also help you. Several years from now, when you go to update that Résumé, the Griff Center will be invaluable.

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 Fall 2015 semester.