Fall 2019

NOTE: For each *course credit* students should expect to spend an additional two hours outside of class studying or working on class assignments. Hence, for a three-credit course, this means about six hours per week of work outside of class.

**Course Title:**  Principles of Marketing

**Course Number:** BUS 228

**Credits: 3 CR**

**Class Times:** Fall Semester 2019

 M/W 10:30 – 12:00

 Main Campus Room 305

Instructor: Stephanie St Germaine

634-4790 ext. 115

Office # 103

E-mail: sstgermaine@lco.edu

**Office Hours:** Tuesday: 9:00-11:00/1:00-3:00

 Thursday: 9:00-11:00/1:00-3:00

 Or by appointment

**Required Text(s):** Marketing 2018

by Pride, William M.; Ferrell, O. C.

Edition: 19th

ISBN: [9781337537551](https://lco.ecampus.com/course-list?s=138651&p=&c=|2909616|2909615|2909620|2909619&c1=BUS&c2=&c3=&c4=&ll=1&pv=)

**Required Supplies/Materials***: None*

**Recommended Texts & Other Readings:** Additional readings will include postings on Canvas and in class handouts.

**Course Description:** This is an introductory course for business students on marketing systems and managerial techniques used to market goods, services, and organizations. A basic understanding of consumer buying behavior and product, price, promotion, and distribution of a product or service is provided. The students receive a basic understanding of target markets, new product development, product life cycles, packaging and branding, and promotional techniques. (LCOOCC Catalog 2018/2019)

**Pre-requisites:** ENG 109

**This course is required for: BUS 265**

**Course Specific Outcomes: See Catalog**

**General Education Program Outcomes:**

*Students receiving an associate degree will:*

**Gen Ed 1 Communication:**

Students read, write, speak, and listen effectively to increase knowledge, to foster understanding, or to promote change in attitudes, values, beliefs, or behaviors.

**GEN ED 2 Mathematic Literacy:**

Students demonstrate a strong foundation in mathematical concepts, processes and structure.

**GEN ED 3 Social Responsibility**

Civic Responsibility includes the skills and awareness necessary to live as responsible, ethical, and contributing citizens of the community, state, nation, and world.

**GEN ED 4 Culture: Ojibwe and other Native Cultures**

Students demonstrate understanding of Ojibwe and other Native American culture.

**GEN ED 5 Critical Thinking:** Students analyze, synthesize, and evaluate diverse concepts and make reasoned decisions based on evidence.

**GEN ED 6 Global Awareness:**

Students interact effectively and appropriately in a diverse, multi-cultural, and global society.

**Culture & Tradition:**

**The Mission Statement of LCOOCC states:**

*The Lac Courte Oreilles Ojibwe Community College mission is to provide Anishinaabe communities with post-secondary curriculum and continuing education while advancing the language, culture, and history of the Ojibwe.*

In order to adhere to the college's mission statement, this course will incorporate Ojibwe Language, Culture, and History into class activities wherever possible. These activities have been included in the class schedule.

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| **Course Schedule/Outline/Calendar of Events** |
| **Date** | **Week** | **Topic Section** | **Course Assessment** |
| **August 28** | **1** | **General overview of marketing. This course will begin with a general discussion on the academic definition of marketing and how that definition applies to Native communities in the great lakes region.**  | Group discussion and Chapter one  |
| \* Assignments are posted in Canvas. Unless otherwise noted, all assignments are due prior to class time  |
| **Sept 4**  | **2** | **In our second week we will explore strategic marketing and how to execute marketing strategies.** | Group discussion and Chapter one and two assignment due  |
| **Sept 9** **Sept 11**  | **3** | **How a firm markets its products and services has ethical and social impacts. This week we will gain an understanding of how marketing activities affects populations.** | Group discussion and Chapter three and four assignment due  |
| **Sept 16** **Sept 18** | **4** | **This week we will learn about how we market our products to the people that are most likely to buy them. Target marketing involves research and analysis.** | Group discussion and Chapter five and six assignment due |
| **Sept 23** **Sept 25**  | **5** | **People and businesses consume the products and services we produce. Our discussions this week will explore how and why they make those purchasing decisions.** | Group discussion and Chapter seven and eight assignment due |
| **Sept 30****Oct 2** | 6 | **The internet has greatly expanded the markets firms are able to access. Tribal nations have unique and distinct advantages and disadvantages to serving those markets.**  | Group discussion and Chapter nine and ten assignment due |
| **Oct 7****Oct 9** | **7** | **Marketing plan project. This week you will create a first draft of a marketing plan. The final version will be due at the end of the semester. Marketing plans are tools for management to assess the allocation of a firms resources. See Canvas for details.** | Group discussion on chapters one through ten. Marketing plan outline |
| **Oct 16** | **8** | **Review of Chapters one through ten of the text. Midterm exam.**  | **Mid-Term Grades due** |
| **Oct 21** **Oct 23** | **9** | **This week we will discuss products and how they are packaged while we build on concepts learned in our marketing strategies discussion.**  | Group discussion and Chapter eleven assignment due |
| **Oct 28****Oct 30** | **10** | **The heart of creating marketing exchanges are the products and services you offer. Developing and managing products and services is a critical consideration for marketers and this week we will learn how to manage or assist management in product and service decision making.**  | Group discussion and Chapter twelve and thirteen assignment due |
| **Nov 4** **Nov 6**  | **11** | **Getting our products and services to market is another key consideration for marketers. This week’s discussion will cover new markets for rural and Native communities and how Tribal entrepreneurs are accessing those markets.** | Group discussion and Chapter fourteen and fifteen assignment due |
| **Nov 13** | **12** | **How consumers view your products and company is largely in the hands of marketing agents. This week we discuss how you use advertising and communications to influence consumer perceptions.**  | Group discussion and Chapter sixteen assignment due |
| **Nov 18****Nov 20**  | **13** | **We will continue our discussion on advertising. Advertising is frequently confused with “marketing” and our discussion this week will revolve around the different aspects of marketing and how advertising is just one tool marketers use.**  | Group discussion and Chapter seventeen and eighteen assignment due |
| **Nov 25****Nov 27** | **14** | **Determining what price you should charge for your products or services is an important aspect of marketing that affects more than just your gross profit.**  | Group discussion and Chapter nineteen and twenty assignment due |
| **Dec 2** | **15** | **Marketing Plan presentation.**  |  |
| **Dec 4** | **16** | **Marketing review and preparation for final exam. Final exam covers all material discussed over the course (chapters 1-20 of the text)** | Final Exam |
|  |  | *See academic calendar for specific dates of institutional events.*  | **Final Grades due** |

**Evaluation Procedures and Grading Criteria:**

Grading at LCOOCC is based on your level of achievement on papers, projects and examinations. The level of proficiency achieved will be indicated by the following letter grades for each academic level. Please refer to the Student Handbook for additional data.

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| **GRADING SCALE** |
| **A** |  | **100- 90** | EXCELLENT! |
| **B** |  | **89-80** | ABOVE AVERAGE |
| **C** |  | **79-70** | AVERAGE |
|  |  |  |  |
| **IF YOUR GRADES FALL BELOW THEY WILL NOT TRANSFER TO ANOTHER INSTITUTION** |
| **D** |  | **69-60** | **BELOW AVERAGE** |
| **F** |  | **59 or below** | **FAILING** |
|  |  |  |  |
| I |  | N/A | INCOMPLETE |
| W |  | N/A | WITHDRAW |
| Z |  | N/A | AUDIT |
| P |  | N/A | PASS |

|  |  |  |
| --- | --- | --- |
| **Component** | **Points- if applicable** | **Weight** |
| Class Participation  | 64 | 64% |
| Class Assignments | 16 | 16% |
| Midterm | 10 | 10% |
| Final | 10 | 10% |
| **Total** |  | **100%** |

##### There are 4 points available each week for participating in group discussions (for a total of 64 points) 2 per class.

We are here to learn and discuss and in order to do that we must maintain a group discussion setting where everyone feels comfortable sharing ideas (good and bad) and thoughts.

Each week there is an assignment based on the weeks reading materials and/or group discussions. (for 16 points) Assignment formats vary from multiple choice questions, short papers, narrative written answers to questions, etc. See the week’s assignment in Canvas for specifics on deliverables. Each week you can earn one point for assignments. Since there is only one point for each week’s assignment you can consider the assignment as “pass/fail”. You will receive your weekly assignment point provided that you meet the following criteria:

* The assignment is turned in on time.
* Your work meets the assignment criteria (e.g. complete questions 6-10 in chapter 5)
* Your work demonstrates at least a basic understanding of the week’s materials. (most of the answers are correct 60% or more, your written responses show you understand the material, your work demonstrates that you understand the material, etc.)

Finally, there are two exams each worth 10 points (or 10% of your grade) for a total of 20 points. Exams cover course materials discussed in class and through assignments. See Canvas for exam parameters.

##### **Attendance Policy:**

Attendance is imperative. You cannot participate if you are absent, and participation is counted toward your final grade. From time to time, you may experience an unexpected event that prevents you from attending class. It is your responsibility to find out what you have missed and what is due, by checking the Canvas site. Students will be allowed up to a maximum **of 3 hours of missed class periods** per semester (only 1 class if your class meets once weekly, day or night,) missing any more class than that can severely affect your final grade.

##### **Students who fail to make Academic Progress (minimum GPA) or meet the Pace of Progression (completing at least 67% of courses) standards may be placed on Financial Aid Probation.** Please refer to the current Student Handbook, for the Class Attendance Policy.

**Outside of Class Study Expectations:**

The US Department of Education and the Higher Learning Commission have the expectation that students should be working approximately two hours of outside of class for each credit of instruction.

#### **\*\*IMPORTANT\*\***

#### **Students with Disabilities**

It is the policy and practice of the Lac Courte Oreilles Ojibwe Community College to create inclusive learning environments for all students, including students with disabilities.  If there are aspects of this course that result in barriers to your inclusion or your ability to meet course requirements, please notify the instructor as soon as possible. I will maintain and uphold confidentiality of any information shared.

Institutions of Higher Education under the Americans with Disabilities Act are required to provide appropriate aids and services to students who have identified documented learning disability or other disability which might affect classroom performance. It is the responsibility of the student to provide the appropriate documentation to the college in a timely manner. Students requesting accommodations are asked to contact Lisa Munive (Main – 136) at least two weeks before the start of classes to allow sufficient time for any adaptive accommodations to be made.

##### **Academic Honesty & Integrity Policy:**

Make sure to give credit where credit is due.

Please refer to the current Student Handbook for Academic Misconduct and Plagiarism.

**Assignments and Tests:**

Late assignments are only allowed with permission of your instructor. You must communicate with me, or I will simply give you a zero for the assignment.

Please note, assignments **are due at the beginning of each class period. Presentations are due at the beginning of class**. If you are absent the day of a presentation you will receive a zero. If you are absent the day of a group project, you will receive a zero.

It is well-established that students show improved learning when they regularly attend and participate in class discussions and activities. From time to time you may experience an unexpected event that prevents you from attending class. If you miss an assignment or any other class deliverable you will not be allowed to make it up. If you foresee an issue you must contact the instructor **PRIOR** to the assignments due date.

Late assignments and make-up tests **will not** be allowed under any other circumstances.

**Reading Assignments:**

You will be expected to complete assigned material **before** coming to class. Failure to read the week’s material will be evident in the content of your discussions. You will be held accountable for the work assigned even if you miss class (excused or unexcused). You need to come prepared as you will be doing discussions with your classmates. You need to know what you are talking about BEFORE you walk into the room so you can participate in an academic way.

**Special Note Regarding Incompletes:**

Please refer to the current Student Handbook for the policy on Incompletes.

## **Mid-term and Final Examinations:**

In order to receive credit for the mid-term or final grade, exams **must** be taken on the designated day during Mid-Term Exam week or Final Exam week unless prior arrangements have been made with your instructor.

##### **Computer Use:**

##### All students receive an lco.edu email account for the duration of the semester. In order to comply with FERPA (Family Education Rights and Privacy Act), all official notifications about your courses, Moodle, financial aid, and student evaluations **must** be sent through your lco.edu email account. You can access your lco.edu email account from any browser.

## Necessary Technologies:

* Internet connection (DSL, LAN, or cable connection desirable)
* Access to Moodle or other Learning Management Systems

**\*\*Note\*\*:** ***Not having computers or Internet at home is NOT an excuse to be late with homework.*** Your education is your responsibility. We strongly encourage you to schedule time to make use of the resources provided for students to complete your studies in a timely manner.

**Maintaining a Copy of the Course Syllabus:** Students should be aware that they may need a copy of course syllabi when applying for licensure and other future academic or professional circumstances. Students are responsible for maintaining an electronic and/or hard copy of the course syllabus for each course they take.

**Addendum Section**

**Participation**

You are expected to complete assigned material BEFORE coming to class so you will be able to participate during the class discussions. You will be accountable for current events we discuss in class regarding weekly assignments and your marketing plan.

**Gikinoo'amaagan Odanokiiwin - Student Work:**

Gikinoo’amaagan Odanokiiwin – Student Work is a *Student Learning Project* which incorporates Ojibwe knowledge and values, with Course Specific Outcomes and with those General Education Outcomes that pertain to this course. In addition, the Student Learning Project will provide a means to better evaluate student understanding and application of knowledge taught in the classroom. For this class, the Gikinoo’amaagan Odanokiiwin project is BUS 228 SLP. The results of this project will assess students’:

1. Ability to communicate effectively. (Gen. Ed. 1)
2. Creation of a project that integrates both course-specific content and Ojibwe cultural knowledge. (Gen Ed. 4 and Course Objective(s) \_\_\_\_ )
3. Ability to locate, gather, and synthesize information. (Gen. Ed. 5)

**Feel free to come to me at any time during this process to get help and feedback!**