

BRIDGEWATER STATE UNIVERSITY RICCIARDI COLLEGE OF BUSINESS MARKETING PRINCIPLES

COURSE: MARKETING PRINCIPLES; MGMT 200
SEMESTER: SUMMER 2020
INSTRUCTOR: Dr. Kathleen Ferris-Costa
OFFICE: HRG101-F
OFFICE HOURS: By appointment
OFFICE EXT: 2189
EMAIL: kferriscosta@bridgew.edu
REQUIRED TEXT: **M: Marketing 6th Edition**
by Dhruv Grewal (Author), Michael Levy (Author)

ISBN: 9781260157987

**YOU NEED TO PURCHASE
CONNECT ACCESS
(which includes e-book)**

****Purchase access through Blackboard course site**



COURSE DESCRIPTION:

This course provides an overview of marketing activities. This is a very 'fast-paced' comprehensive course. You will be doing 15 weeks of regular semester work in a 5- week timeframe. You are assigned approximately 3/4 chapters a week. If you don't have **at least 15 hours a week** to dedicate to this course, you may want to consider an alternative to this summer web-based course.

Students are exposed to strategic planning, ethics and social responsibilities, determining target markets, consumer behavior, product and brand development, marketing channels and supply chain management, personal selling and sales management, pricing, and marketing on the internet. This class will be fast-paced, involvement-oriented, and should provide you with a strong foundation and appreciation of the importance of marketing in business and society.

COURSE LEARNING OBJECTIVE:

- Identify the marketing functions of an organization through a survey of the history of marketing from its inception as distribution through the modern marketing concept.
- Describe:
 - o the elements of the marketing mix (product, price, place and promotion).
 - o the impact of external legal, political, sociological and technological forces upon the marketing manager.
 - o the structure and placement of the marketing organization.

LECTURE HOURS:

- Every morning at 9 am, we will meet via videoconferencing (Blackboard Collaborate) for class lectures and discussion.

COURSE REQUIREMENTS:

- This section is 100% on the web, meaning the entire class will be conducted on the Internet/Blackboard (BB).
- The course will not 'meet' online at a particular time during which you would have to be online. Rather, students in the course will complete assignments that will be due on certain dates, will do their reading in their own time, and will take weekly quizzes online between **Sunday at 12 AM and Saturday at 12 Midnight (US Eastern Standard Time)**. This is the **ONLY** time that you can complete the weekly quizzes.
- There is a forum on the BB Discussion Board to post questions/concerns about the course. Please select this area first to raise questions. When you post questions here, the responses should be helpful to you as well as others in your online course.
- Don't forget you can always use alternative, more traditional ways of asking me private questions or discussion concerns you have about the course. The best and most reliable way to reach me is through the Discussion Board; the next option is email (kferriscosta@bridgew.edu). I answer email several times a day, weekends included.

- This class assumes that you know how to use the Internet, Blackboard and Connect. If you don't have these skills, you may have significant difficulty completing this course. If you need assistance with Blackboard, you can contact the IT Support Help Desk at 508-531-2555. If you need assistance with Connect, information is listed under the CONNECT Resource tab in Blackboard. Do NOT direct your BB and Connect questions to me, since I do not have the same view as students.
- This syllabus and the course's BB site will outline what you need to know to take this course. **PLEASE READ ALL MATERIAL CAREFULLY.** In a traditional course, students usually find that they don't need to read written material carefully because they have many face-to-face opportunities to ask the Professor questions. While you can, of course, raise questions on BB or email me questions any time, it is more time-consuming to do so. Therefore, I must emphasize to you, and re-emphasize, to read ALL written materials CAREFULLY AND THOROUGHLY and you will generally find your answer there.

MCGRAW-HILL CONNECT

- **Overview and Setting Expectations:** McGraw-Hill's Connect is a web-based assignment and assessment solution required for this course. Connect is designed to assist you with your coursework based on your needs. As outlined in this syllabus, assignments and interactive presentations will make up a {30%} portion of your overall course grade.
- **Access:** Please access the CONNECT Resources tab in BB. For this course, you will need to purchase access to CONNECT resources including the ebook or hard copy book.
- **Registration:** Click the "How to Register for Connect" link within the CONNECT Resources BB link.
- **Support & Tips:** If you have any issues while registering or using Connect, please contact McGraw-Hill's CARE team through <http://www.mhhe.com/support> . To avoid problems related to unexpected technical issues, you are advised not to wait until the last moment to complete assignments. Please review your "[Student Quick Tips](#)" link in BB for further support.

- You will need to contact [McGraw-Hill customer service](#) with any CONNECT issues as soon as they arise. If they are unable to resolve it, they will assign you an open ticket ID # that you will need to provide to me, so I can follow up. Without a ticket ID #, I am unable to verify your issue and assist in resolving it.

WEEKLY QUIZZES (50%):

You will take 3 - 4 quizzes/week (please refer to the weekly agenda). These quizzes will each cover specific chapters as noted. You have 25 minutes to complete each of the quizzes. Once you begin the quiz, you must complete it. If you exit the quiz, the timer will continue and the quiz will automatically submit after 25 minutes. If you are familiar with the material, the time allotted is more than sufficient to complete the quiz successfully. These quizzes are available from **Sunday at 12 am thru Saturday at 12 Midnight**. If you miss the window of availability, you will receive a **'zero'** for the quiz. Please plan accordingly. **Your two lowest quiz grades will be dropped.**

WEEKLY INTERACTIVE PRESENTATIONS (15%)

Interactive Presentations teach each chapter's core learning objectives and concepts through an engaging, hands-on presentation, bringing the text content to life. Interactive Applications stimulate critical thinking and reinforce key concepts, and students receive immediate feedback and can track their progress in their own report.

Students will be asked to "click and drag" specific choices to make decisions, categorize, or put in a time sequence, and then are asked multiple-choice questions to confirm understanding of the key concepts of the activity. Your grade will reflect what percentage of the information contained in the assignment was "mastered" by the due date. Meaning, you will need to get 100% of the questions correct to demonstrate your "mastery" of the Learning Objective and earn a 100% on the assignment.

WEEKLY LEARN SMART CONNECT ASSIGNMENTS (15%)

LearnSmart is an adaptive study tool proven to strengthen memory recall, increase class retention, and boost grades. Students are able to study more efficiently because they are

made aware of what they know and don't know. Real-time reports quickly identify the concepts that require more attention.

You are required to complete an assignment for each chapter. Your grade will reflect what percentage of the information contained in the assignment was "mastered" by the due date. Meaning, you will need to get 100% of the questions correct to demonstrate your "mastery" of the Learning Objective and earn a 100% on the assignment.

You are allowed to review the questions as many times as necessary for you to "master" the learning objective. However, you will not be able to access the assignment after the due date.

WRITTEN ASSIGNMENT (20%):

A written assignment will be given during the semester. Specific instructions for completion of this assignment are listed under the 'assignment' link in Blackboard. Please plan accordingly. **No credit** will be given for late work or work that is not submitted as instructed (via the assignment link in BB).

It is YOUR responsibility to submit your work properly via Blackboard. Please verify you are submitting (not saving) the correct assignment for grading and that it was uploaded properly in WORD format. Late work is not accepted...plan ahead.

EXTRA CREDIT:

For this course, in lieu of extra credit your **two lowest quiz grades will be dropped**. There will be no other extra credit opportunities given.

PLANNING AHEAD FOR ONLINE CONNECTIVITY PROBLEMS:

All students should consider submitting their work **24 hours ahead** of each deadline. We all know that computers can experience problems and Blackboard is commonly off-line for maintenance or other glitches. I will not accept ANY excuse for late work unless fully-documented and BSU approved via Student Affairs (i.e., hospital stay, etc.).

Contact [BSU IT Services](#) with any BB issues as soon as they arise. If they are unable to resolve it, an open ticket ID # will be assigned. A ticket ID # and documentation from BSU IT Services MUST be provided to me within 24 hours to be considered a valid connectivity issue and a reason for late/no submission of any assignment.

Contact [McGraw-Hill customer service](#) with any CONNECT issues as soon as they arise. If they are unable to resolve it, an open ticket ID # will be assigned. A ticket ID # and documentation from McGraw-Hill MUST be provided to me within 24 hours to be considered a valid connectivity issue and a reason for late/no submission of any assignment.

No exceptions. We simply must anticipate that problems can and do occur and leave ourselves with adequate time and backup.

FAMILY/MEDICAL EMERGENCIES:

All requests for deadline extensions must go through **BSU Student Affairs:**

In the event of a family or personal emergency (hospitalization, death of immediate family member, accident, etc.), it is the students' responsibility to contact **Student Affairs immediately. If warranted, **SA** will assist the student with communication with professors and any necessary accommodations. **Documentation from SA must be received for deadline extensions to be considered.***

ACADEMIC HONESTY, INTEGRITY & PROFESSIONALISM:

Please refer to the BSU policy regarding academic integrity (<http://www.bridgew.edu/handbook/policiesprocedures/academicintegrity.cfm>)

DISABILITY SERVICES:

BSU is committed to ensuring all individuals equal access to its programs and services. The university offers a number of services to students who have a documented medical condition, are physically challenged, or have psychological or learning disabilities. If you think you may have a learning disability or wish to request support services, please contact

the **Office of Disability Resources** in the Academic Achievement Center, Maxwell Library (508) 531-2194. You can still receive services even after the semester has begun.

GRADING:

Weekly Interactive Presentations	15%
Weekly LearnSmart CONNECT Assignments	15%
Weekly Quizzes * 2 lowest quiz grade will be dropped	50%
Written Assignment	20%
Total Points	100%

GRADING SCALE:

The grading scale shown below will be used for this course. Final grades will only be revised due to a 'mathematical error'. If you email about 'revising' your grade for any reason other than a 'mathematical error', I will not respond to your request.

64 to 59%	F
65 to 66%	D
67 to 69%	D+
70 to 72%	C-
73 to 76%	C
77 to 79%	C+
80 to 82%	B-
83 to 86%	B
87 to 89%	B+
90 to 93%	A-
94 to 100%	A