**BA 343: Principles of Marketing**

Spring 2014

**Instructor**: Elizabeth Minton

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**Phone**: 347-766-9769

**Course Website**: https://online.uas.alaska.edu

**Course Location**: Online

**Course Dates**:  January 13 – April 26

**Course Description:**

This course provides an introduction to the field of marketing. Topics covered will include the role of marketing in society and economy, the business firm as a marketing system, and management of the firm’s marketing effort.

**Course Objectives:**

1. Gain a working knowledge of marketing terms and concepts.
2. Understand the role of marketing in the context of the company and society.
3. Develop a managerial viewpoint in marketing decision making.
4. Develop analytical and communication skills.

**Text and Other Requirements:**

* Marketing: Marketing in the 21st Century (11th edition)by Evens & Berman. ISBN# 978-1424055180.
* Microphone: You will need a microphone to record an audio track to accompany your online presentations. I use the Logitech H390 (about $25 from Amazon.com).

**Helpful Links:**

1. Blackboard course site: https://online.uas.alaska.edu *(NOTE:* ***Check ASAP*** *as this is where all class material is located)*

**Course Format & Tips:**

This is an online class meaning that class participation is through discussion forum posts. To be successful in this class, it is important to have good time-management skills and be ready for weekly deadlines. Break weekly assignments into bite-size chucks. Think about cycles of “read, reflect, discuss… read, reflect, discuss.” Don’t try to cram everything into one day. Numerous research studies show that learning is much better and longer lasting when done in several small segments rather than one longer segment. Get started on individual assignments early and be in frequent contact with group members for group work.

**Grade Breakdown:**

Participation (discussion forums) 20%

Class Activities (3 x 4% each) 12%

Individual Case Study 20%

Final Group Project 40%

Final Project Responses (2 x 4% each) 8%

*Total* *100%*

**Grade Scale:**

Grades will be assigned using the standard grading scale below.

A 94% and above B – 80% to 82% D+ 67% to 69%

A – 90% to 93% C+ 77% to 79% D 63% to 66%

B + 87% to 89% C 73% to 76% D- 60% to 62%

B 83% to 86% C - 70% to 72% F Below 60%

**Assignment Descriptions**

*Note: For all assignments, see the Assignments folder on Blackboard for more details.*

**Participation:**

You are expected to make two posts each week (one initial post by Wednesday, a second response post by Saturday) in discussion forums relating to the reading for the week.

**Class Activities:**

You will complete three class activities - (1) evaluation of a service environment, (2) conduct a mini market research study and (3) interview with a marketer.

**Individual Case Study:**

You will complete a marketing analysis of Patagonia’s current marketing strategy and provide recommendations for improvement.

**Final Group Project:**

You will work in groups of five, which I will assign, to develop and present a marketing plan for a new tourism-related service in Alaska. This project will provide you an opportunity to apply the marketing principles learned in this class to a more real-life situation.

**Final Project Responses:**

Each student will individually complete two (2) evaluations of other group’s final projects. This will provide you the opportunity to act as investors and critique the feasibility and marketing plans of new product ideas.

**Late Assignment Policy:**

Late assignments are not accepted, unless some sort of emergency situation arises. Please contact me as soon as you think you may not be able to turn in an assignment on time. If I turn in marketing reports late to a company I consult for, I will most likely lose the consulting job. This late assignment policy is meant to mimic the working world.

**Schedule** (subject to change)**:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Dates** | **Topic** | **Reading1** | **Assignment Due2** |
| **Week 1** |
| 1/13-1/18 | Marketing Overview | Ch. 1 | 1. Discussion Forum Week 1
2. Introduce Yourself Forum
 |
| **Week 2** |
| 1/19-1/25 | Marketing Environment | Ch. 2 | 1. Discussion Forum Week 2
 |
| **Week 3** |
| 1/26-2/1 | Segmentation | Ch. 10 | 1. Discussion Forum Week 3
2. Final Project Groups Assigned
 |
| **Week 4** |
| 2/2-2/8 | Product | Ch. 11 | 1. Discussion Forum Week 4
2. Final Group Project Idea Brief
 |
| **Week 5** |
| 2/9-2/15 | Services | Ch. 12Blackboard reading | 1. Discussion Forum Week 5
2. Class Activity #1
 |
| **Week 6** |
| 2/16-2/22 | Promotion | Ch. 17 & 18 | 1. Discussion Forum Week 6
2. Individual Case Study
 |
| **Week 7** |
| 2/23-3/1 | Price | Ch. 21 | 1. Discussion Forum Week 7
 |
| **Week 8** |
| 3/2-3/8 | Market Research | Ch. 4 | 1. Discussion Forum Week 8
2. Class Activity #2
 |
| **Week 9** |
| 3/9-3/15 | Place | Ch. 14 | 1. Discussion Forum Week 9
2. Final Group Project Update
 |
| **Week 10** |
| 3/16-3/22 | Spring Break! |  | Enjoy this week off! |
| **Week 11** |
| 3/23-3/29 | Consumer Behavior | Ch. 8 | 1. Discussion Forum Week 11
 |

Schedule (cont).

|  |  |  |  |
| --- | --- | --- | --- |
| **Dates** | **Topic** | **Reading1** | **Assignment Due2** |
| **Week 12** |
| 3/30-4/5 | Social Responsibility | Ch. 5 | 1. Discussion Forum Week 12
2. Class Activity #3
 |
| **Week 13** |
| 4/6-4/12 | Global Marketing | Ch. 6 | 1. Discussion Forum Week 13
 |
| **Week 14** |
| 4/13-4/19 | Marketing Wrap Up | None | 1. Discussion Forum Week 14
2. Final Group Project
 |
| **Week 15** |
| 4/20-4/26 | Final Projects | None | 1. Individual Final Project Responses
 |
| **Beyond Week 15** |
| Feel free to contact me after the end of the term with marketing-related with thoughts or questions you have.  |

1 In addition to the reading listed, some weeks I will have short, engaging videos for you to watch that help elaborate on concepts with real-world applications (e.g., 60 minutes clips).

2 All assignments are due by Saturday at the end of each week, midnight.

**Accommodations and Policies:**

*Disability Support Services*

I follow UAS policy, which says that “No otherwise qualified individual will be denied reasonable access to, participation in, or the benefits of, any program or activity operated by the University of Alaska because of disability.” Toward this end, UAS provides Disability Support Services. DSS helps each qualified student with a disability to receive appropriate academic adjustments and/or program accommodations necessary for the student to access educational opportunities, programs, activities, or services in the most integrated setting possible. Please see http://www.uas.alaska.edu/dss/index.html for a full discussion of policy and the services available.

*Academic Honesty*

Please see students’ rights and responsibilities in the latest University of Alaska Southeast catalog. Please adequately cite the source of research data you have assembled in support of your discussion board contributions. Plagiarism in this course will result in dismissal from the course and a failing grade.

**A Final Note:**

I expect that this class will be both interesting and rewarding for you. My passion that I live and breathe every day is marketing, and I hope to pass some of that passion along to you. As you will find throughout this course, marketing is one of more creative aspects of business (especially if you get involved with advertising or package design), and hence many describe it as a fun aspect of business. I have designed the assignments in this course to keep you engaged both with the class and with the marketing needs in your own Alaskan community. I try to provide a solid mixture of theory and principle with practical, real-world application. I find that most students bring a wealth of knowledge and experience to online classes; this knowledge and experience can help the rest of us grow when it is shared. I urge you to give some thought to your own experiences and be prepared to share them. I look forward to a great term with you.

- *Elizabeth Minton*