

Course Syllabus for Bus 330 Online

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Edit

By the end of the course you should be a marketing machine!! You should have the basic knowledge base and skillset to make money for yourself or your organization. Regardless of your field, marketing is critical to your success. Great marketing is MORE important than a good product!

- Read each of the assigned chapters
- Review the PowerPoint slides for each assigned chapter
- Participate in the discussions as they are posted
- Turn in the projects when they are due.
- Study Effectively and take Each of the Three Exams

Your grade will be a weighted average determined as follows:

- Three Exams 60%
- Discussion 20%
- Projects 20%

A's will basically be a weighted average 90% or above. B's in the 80's, C's in 70's etc. 89 an A-, 88 a B+ etc.

Check the Calendar for Due Dates. Details of the exams, discussion, and project will be covered in the Announcements at the appropriate time.

Warning: Don't Get Behind. The material comes at you fast and furious. Same for discussions. You need to be current. You will NOT have the opportunity at the end to go back to earlier discussion posts to make comments. I close them out a few days after posting the original comment.

The discussions are evaluated on a number of levels. There is some element that depends on volume of comments, but this is NOT the most important element. You also need to be commenting on other students' posts, and be reading the other posts, even if you do not comment. I am also evaluating your content. An "I agree" will not count as much as a well thought out and reasoned statement. Try for interaction much like you might see in a live class.

Course Summary:

Date	Details	
Tue Jan 22, 2019	Read Marketing Report and Ch 1	due by 11:59pm
Mon Jan 28, 2019	Ch 2	due by 11:59pm
Mon Feb 4, 2019	Ch 3	due by 11:59pm
Mon Feb 11, 2019	Ch 5	due by 11:59pm
Mon Feb 18, 2019	Ch 6	due by 11:59pm
Mon Feb 25, 2019	First Exam Bus 330	due by 11:59pm
Tue Feb 26, 2019	Ch 7	due by 11:59pm
Mon Mar 4, 2019	Ch 8	due by 11:59pm
Mon Mar 11, 2019	Ch 10	due by 11:59pm
Mon Mar 25, 2019	Ch 12	due by 11:59pm
Mon Apr 8, 2019	2nd Exam Bus 330	due by 11:59pm
	Chs 11	due by 11:59pm
Tue Apr 16, 2019	Chs 13 and 14	due by 11:59pm
Wed Apr 24, 2019	Ch 15	due by 11:59pm
Thu May 2, 2019	Chs 16 and 17	due by 11:59pm
Fri May 10, 2019	Bus 330 Winterim Final Exam	due by 11:59pm
	Discussion	due by 11:59pm
	MMM	due by 11:59pm