# BUSINESS 330 – MARKETING PRINCIPLES

**Syllabus – Spring 2021 Term**

**DUC LEGACY ROOM 8 a.m.-9:15 p.m., Tuesday/Thursday**

**Instructor: Kit Kiefer**

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**Office hours: Virtual office hours via Facebook (Kit Kiefer), Twitter (@KitKatUWSP), LinkedIn, Zoom, and email**

**Course Objective**

After taking this course, you should be able to:

* Analyze the major components of the marketing process
* Explain various marketing strategies
* Analyze consumer behavior
* Evaluate the various advertising and promotional methods
* Analyze the major product mix decisions that marketers make
* Analyze pricing strategies and structures
* Develop digital marketing strategies to anticipate and satisfy market needs
* Integrate tools and technology for digital marketing initiatives
* Analyze the effectiveness of marketing outcomes
* Promote products, services, images, and/or ideas to achieve a desired outcome
* Evaluate information through the market research process to make business decisions
* Prepare selling strategies

**Materials and Course Requirements**

**Textbook**: *Marketing*, 20th edition, Pride/Ferrell.

**Other readings and handouts and worksheets:** Will be announced in class and posted on Canvas.

**Syllabus:** This syllabus may be modified at the discretion of the instructor. Any changes will be posted on Canvas.

**Internet:** in order to take this course you must have access to Canvas and a reliable internet connection.

# Attendance & Timeliness

I expect you to attend class in-person whenever possible, because it is the optimal learning experience for this class. Ideally, if you’re not going to be present in-person and you haven’t made arrangements with me prior to the start of the semester, I’d appreciate you letting me know when you won’t be attending class in-person.

The Zoom component of the class will be recorded, and recordings will not available on request. Requests will be tracked, and attendance will be taken.

There are excellent speakers lined up, and I think you’ll really enjoy being in class. I do expect you to be present for your research presentations, which will take place one of the last two weeks of class.

Note that while you’re not graded on attendance you will be graded on participation – and it makes up a significant portion of your grade. Note that being on Zoom does not exempt you from participating in class discussion. I expect you to be every bit as prepared to answer on Zoom as you would be if you were attending in-person.

If you are not present for class, either in person or via Zoom, you get a participation grade of 0 for that day.

# Grading Scale

Final grades for BUS 331 are based on the following percentages (subject to modification at the instructor’s discretion):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **A** | **B** | **C** | **D** | **F** |
| 100-96% = A | 92-90% = B+ | 82-80% = C+ | 72-67% = D | 66-00% = F |
| 95-93% = A- | 89-86% = B | 79-76% = C |  |  |
|  | 85-83% = B- | 75-73% = C- |  |  |

**Available Points –** There are 1,000 points available in BUS 331, allocated as follows (and subject to change):

|  |  |
| --- | --- |
| **Assignment** | **Total Points Available** |
| Class participation | 240 points |
| Assignments | 160 points |
| Midterm | 150 points |
| Final project | 200 points |
| Final Exam | 150 points |
| Extra credit points | 100 points |
| ***TOTAL POINTS AVAILABLE FOR SEMESTER*** | **1,000 points** |

# More on Class Assignments

Assignments should be approached as if you were in charge of marketing at an organization and your boss asked you for something. If it wouldn’t cut it in the business world, it’s not going to cut it in class. If you have any questions on what that entails, ask me.

It goes without saying (yet I’m saying it) that all assignments should be completed on time, should be relatively attractive, and should be well-written, with attention paid to grammar, spelling, and wordiness. I’m a professional writer and a grammar freak, and while I’ll cut you some slack, I don’t have much tolerance for needlessly sloppy writing. Any assignments using graphics should be clean and attractive.

# In-Class Writing – Participation

Expect there to be assignments that will pop up at any time during any class period. Basically you will be given a case study with some relevance to the topic being discussed, and be asked to formulate an answer in a limited amount of class time. If you are prepared and use common sense you will do well. And just to be very clear: Being prepared means bringing paper and a writing instrument to every class.

# Final Assignment

# In the first class you will be assigned an organization. Your class-long project is to prepare a marketing report and plan for that organization.

# These are large organizations that should be somewhat familiar to you. Some are primary business-to-business; some are business-to-consumer; some are direct-to-consumer. There will be plenty of information available on your organization, but you’ll have to dig for it.

# Each week you will be taught an important facet of marketing, and will be given a worksheet to complete for your organization. These assignments will help you build your marketing plan and report.

# Note that I don’t want you to merely repeat what you put on the worksheet for your marketing plan and report. I want you to expand on it for the final project.

# You will be presenting a top-level report on your organization in the last class encompassing all the various aspects we’ve discussed through the class.

# There is no right way or wrong way of presenting this information; there are only more effective and less effective ways. Part of your task is deciding the best way of presenting the information so it can be understood by me and your classmates, and it can serve as a template for action.

# Guests

We will have professional guests working with the class from time to time, either live or via Skype/Zoom. Some of these people are working at the highest levels of their professions. Please treat them with respect and give them your undivided attention – and by all means, interact with them. They want you to succeed every bit as much as I want you to succeed. If you are unprofessional with them, you will receive a participation grade of 0 for the day.

There may be a possibility of getting Pro Events credits for guests who appear in this class. More details will be forthcoming.

# Pro Events

# Several UWSP departments and programs, including the School of Business & Economics, sponsor Smiley Professional Events (or Pro Events).

# Pro Events connect you to:

# Campus (e.g., academic coaching, student clubs);

# Community (e.g., Rotary, Business Council): and

# Careers (e.g., internships, networking).

# As an SBE student, you will be able to choose from a wide variety of speakers, workshops and special events. With over 300 events per year on the Pro Events calendar, you will have significant flexibility in selecting your events. Whatever you choose, Pro Events will help you to make the most out of your time as a student and to prepare for transitioning into a successful career.

# Visit the Pro Events web site (proevents.uwsp.edu) for announcements of upcoming events. You can also follow us on social media. Facebook: UWSP School of Business & Economics

# Twitter: @UWSPBusiness

# For this course, you must attend two official Pro Events. One event must be before the mid-semester cut-off of Mar. 19; a second event must be before the end-of-semester cut-off

# (May 14). If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester. Attendance at each event will count for \_\_\_ points towards your final grade.

# As we continue Pro Events during COVID, there will be a variety of ways to earn your credits:

# Attend virtual (Zoom) events in real time; receive attendance credit directly by signing in with your ID number.

# Watch recordings of past events; receive attendance credit after you submit report via Anderson Center Canvas page.

# Attend occasional live events on campus; receive attendance credit directly.

# Attend off-campus live events; take Events Attendance form and obtain signature.

# Attendance at Pro Events will be confirmed with automatic emails to you and updated on the Pro Events web site. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. If you have a question about Pro Events attendance, please email proevents@uwsp.edu.

# If you have multiple courses or affiliations with Pro Events requirements, it is your responsibility to make sure you have attended enough events for each course/affiliation. If you have not attended enough events to cover all of your requirements, your attendance will be allocated to your courses in alpha-numeric order followed by any other affiliations.

# After the mid-semester cutoff and the end of this semester’s events, I will receive reports confirming your attendance. You do not need to do anything else.

# Hint: if you are having trouble finding events that fit your schedule, check out the “Create Your Own Event” option (https://www.uwsp.edu/busecon/Pages/Events/create.aspx ). You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. We also highly recommend our “Lunch with a Leader” program that allows you to set up a lunch with a business expert to learn more about their industry, company and profession. Normally, the Anderson Center pays the cost of lunch for SBE students and their guests; during this COVID era, the lunches will be “virtual” (Zoom).

# UWSP Values Statement

The University of Wisconsin-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students and instructors. This set of expectations is known as the Rights and Responsibilities document, and is intended to help establish a positive living and learning environment at UWSP. To view a copy of the document, click on: <http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilites.aspx>

# Mission Statement of the School of Business & Economics

# The UW-SP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. We serve the students, business, economy, and people of the greater central Wisconsin region. Our students achieve an understanding of regional opportunities that exist within the global economy.

# Evidence of our graduates’ level of preparation can be found in their ability to:

# Analyze and solve business and economics problems

# Understand the opportunities and consequences associated with globalization

# Appreciate the importance of behaving professionally and ethically

# Communicate effectively

# Statement on Disabilities Services

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions such as UWSP to provide reasonable accommodations for students with disabilities. For more information about UWSP’s policies, click on: http:[www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf](http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf)

If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center. From there, you can share with the instructor any special accommodations that will assist you in being successful in this course. The Disability and Assistive Technology Center is located on the sixth floor of the Learning Resource Center. You may also click on: <http://www4.uwsp.edu/special/disability>

# Class Schedule (Subject to change at any time)

|  |  |  |  |
| --- | --- | --- | --- |
| **WK** | **DATE** | **TOPIC** | **READING/ ASSIGNMENT** |
| **1** | **Jan. 27** | Syllabus Review – Introductions What is marketing?  Intro to marketing | READ: Chapter 1  Organizational assignment  WATCH: https://www.youtube.com/watch?v=A2t-yhFaUC0 https://www.youtube.com/watch?v=1HDrKKRLGNs |
| **2** | **Feb. 2-4** | Understanding, analyzing, and segmenting markets | READ: Chapters 2, 6  WATCH: https://www.youtube.com/watch?v=ZeIUMuD3QGk |
| **3** | **Feb. 9-11** | Understanding consumer/customer behavior | READ: Chapter 7,8  WATCH: https://www.youtube.com/watch?v=UEtE-el6KKs |
| **4** | **Feb. 16-18** | Understanding and marketing inside your organization | READ: Chapter 3  WATCH: https://[www.youtube.com/watch?v=zPFeoNkZYGc](http://www.youtube.com/watch?v=zPFeoNkZYGc) |
| **5** | **Feb. 24-25** | Analyzing your brand Creating a new brand Changing a brand | READ: Chapter 11  Organizational brand research  WATCH: https://www.youtube.com/watch?v=ad2i8ZgS2aE |
| **6** | **March 2-4** | Brand-building Communicating brand Brand and product  GUEST: Matt Vollmer | READ: Chapter 12  WATCH: https://[www.youtube.com/watch?v=JKIAOZZritk](http://www.youtube.com/watch?v=JKIAOZZritk) |
| **7** | **March 9-11** | Product development Marketing existing products | READ: Chapters 13  Surveying |
| **8** | **March 16-18** | Product pricing and positioning  MIDTERM | READ: Chapter 19-20  WATCH: https://[www.youtube.com/watch?v=ekVereJE1ZI](http://www.youtube.com/watch?v=ekVereJE1ZI) https://[www.youtube.com/watch?v=vpRFgi2HqQ0](http://www.youtube.com/watch?v=vpRFgi2HqQ0) |
| **9** | **March 23-25** | Product promotion and communication Changing products  Product lifecycle | READ: Resource list/TBD |
| **10** | **March 29-31** | Understanding selling Enabling a sales team Advertising | READ: Chapter 18 |
| **11** | **April 5-7** | Social selling  Sales and Distribution | READ: Chapters 14-15  Analysis |
| **12** | **April 12-14** | Marketing planning Building a marketing plan SWOT analyses Marketing matrices Making sales projections | READ: Chapter 2  WATCH: http[s://www.youtube.com/watch?v=qYH0EqPqWfs](http://www.youtube.com/watch?v=qYH0EqPqWfs) |
| **13** | **April 19-21** | Budgeting  Allocating funds Spending strategies | READ: Chapter 3 |
| **14** | **April 26-28** | Diversity, ethics, and careers | READ: Chapter 3 |
| **15** | **May 3-5** | Presentations |  |
| **16** | **May 10-12** | Presentations |  |