



**UNIVERSITY OF
NORTHWESTERN**
ST. PAUL

OFFICE OF ADULT
& GRADUATE STUDIES

BSM4061
Marketing

SYLLABUS

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University of Northwestern – St. Paul
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BSM4061 Marketing

University of Northwestern – St. Paul

COURSE DESCRIPTION

Students explore the structure, function, and behavior of marketing systems. They explore market-driven and consumer-centered marketing principles. Emphasis is placed on decision-making in the marketing process as a marketing plan is developed and applying learned principles to examine/evaluate in-market case studies

Credits: 3

Prerequisites: None

INSTRUCTOR INFORMATION

Please see “Contacting the Instructor” on the course site.

COURSE OUTCOMES

At the end of this course, a successful student will be able to

- CO-1. Explain the foundational concepts within marketing.
- CO-2. Evaluate target markets through research, analysis and segmentation.
- CO-3. Conduct competitive SWOT analysis.
- CO-4. Prepare for career success by developing a self-marketing plan.
- CO-5. Develop and present a marketing plan.

MATERIALS

Required Textbooks and Materials

We will be using Principles of Marketing, an open textbook which is FREE to download from the University of Minnesota Open Textbook site: Click on the red button under “Read This Book” <https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=50>.

If you prefer to use a printed copy, you may order a copy through this website, at a cost of about \$26, plus shipping. You must use this link to access the book: <http://www.lulu.com/shop/unamed-author/principles-of-marketing/paperback/product-22666322.html>.

Required Tools

For this course, students will need access to Microsoft Office (available at no cost to students through the University of Northwestern-St. Paul), a PDF reader, and a standard internet browser. Please refer to the Tech Requirements found in the Technology Help section at the top of the course site for the full requirements.

GRADING POLICIES AND PROCEDURES

Course Grade Explanation

Assignments	Grade Points
Weekly Discussion Forums (6x15 points)	60
Weekly Discussion Forums (6x15 points)	90
Weekly Reflections (6x10 points)	90
Case Study: Ikea in China	20
Weekly Marketing Plan Components (5x15 points)	75
Marketing Plan Presentation	70
<u>Marketing Plan</u>	25
Total	430

Grading Scale Percentages

A	≥ 93	B	≥ 83	C	≥ 73	D	≥ 63
A-	≥ 90	B-	≥ 80	C-	≥ 70	D-	≥ 60
B+	≥ 87	C+	≥ 77	D+	≥ 67	F	< 60

Late Work

All assignments are due as described in the course syllabus. Students are responsible for meeting assignment deadlines. Late assignments will be deducted one full letter grade (e.g., A to B) per day; late assignments will not be accepted for a grade beyond 3 calendar days past the original deadline. Forum discussion activities must be completed on time; late forum posts will not receive any credit. Students should contact the instructor via e-mail if an extenuating circumstance exists.

Feedback Expectations

Students should expect feedback for their submitted assignments within 5 days of the assignment due date or the time of their submission, whichever is later.

INSTITUTIONAL POLICIES AND SERVICES

Guidelines and Information

Students are responsible for policies and procedures found in the Office of Adult & Graduate Studies Catalog located on theROCK. These policies include the following:

- Deadlines for dropping or withdrawing
- Attendance
- Class cancellations
- Plagiarism and cheating
- Grading System
- Complaints, exceptions, and appeals

Instructors may have course-related expectations that further detail the policies and procedures outlined in the catalog. Any such expectations must be provided to students in writing (e.g., handout, course site posting) prior to or at the beginning of the class.

Traditional undergraduate students enrolled in A&GS courses are subject to the traditional undergraduate student handbook for all non-course-specific policies and procedures.

Academic Integrity

Members of the Northwestern community mutually commit to personal integrity and honesty. Students submitting work are expected to convey their own thoughts unless the source is cited appropriately. Plagiarism, cheating, and other forms of academic dishonesty violate ethical and intellectual principles.

In every course, students are required to view the Understanding Plagiarism video and complete the Understanding Plagiarism Quiz prior to completing any of the course content. These items are part of the course orientation.

Academic Achievement/Disability Services Statement

UNW students seeking academic accommodations in association with the Americans with Disabilities Act (ADA) are directed to immediately notify Disability Services.

In addition to Disability Services, Academic Achievement houses the following programs for further academic success:

- Writing & Testing Center, N4012 • 651-628-3316
- CLT (cultural, language, or other significant transitions)
- Academic Coaching

Contact Academic Achievement for more information:

- academicachievement@unwsp.edu • 651-631-5292 • N4015

(Revised July 2019)

Support Services

Links to support services are available found in the Student Services section at the top of the course site.

COURSE POLICIES AND INFORMATION

Email and Announcements

Students are responsible to regularly check their Northwestern student email and the announcements in the course site in order to receive updates and information.

Attendance

Due to the accelerated nature of the online curriculum, students are expected to participate in all course activities. Students must contact their instructor in advance or as soon as possible if unable to participate in all or part of the course activities for a given week because of a medical, family, or work-related emergency. Students should refer to their course syllabus and/or instructor for specific requirements. Students who do not participate in course activities and fail to withdraw from the course will receive a failing "F" grade.

Submission Standards

All assignments, unless otherwise stated, must be submitted on the course site in Microsoft Word document format (.doc or .docx). For all assignments, use a standard readable font, double-spaced, etc.

Critical Response to Alternate Viewpoints

When students are reading or viewing course materials, they may encounter viewpoints, words, or images that their instructors would not use or endorse. Students should know that materials are chosen for their value in learning to read, write, and view critically, not because the materials are necessarily Christian.

Scholarly Research

Quality participation in this course requires contribution of scholarly research to class interactions. Students can engage in external research via the Berntsen Library website by performing a search of the 60+ databases available to students. Also available on the library site are multiple tutorials to educate learners in effective search techniques. Other credible journals/articles are options as well.

ASSIGNMENTS

See the course site for complete details on the assignments.

Discussion Forums

Marketing is a “team sport” – a combination of art and science that involves a great deal of collaboration, often with multiple departments. Product attributes must be developed in conjunction with Operations and Production, Pricing must be market-sensitive and workable for the sales team... and everyone has opinions about the Promotion elements! Since it’s common to weigh multiple influences in marketing, discussion forums offer a way to engage with classmates and the professor to get a better understanding of customer needs, industry trends, clear communication, and other important elements. Each week there will be two Discussion Forums to allow you to interact further on the materials you have read and viewed

For further grading information, see the rubric on the course site.

Reflection

Marketing is one business discipline that we cannot escape. Some experts estimate that we are exposed to more than 5,000 branding or advertising messages per day (this figure includes every label and logo in our pantry, etc.), and more than 350 advertisement exposures daily. Of those 350, only about a dozen actually cut through the clutter enough to actually make an impression on our conscious brain.

Marketing is also an extremely practical discipline, with easy translations into our business, career, and even our personal lives. This reflection component of the course is designed to have you consider the concepts you are learning and find a way to apply those in a practical way in your own job or other extra-curricular environment. If you’re inviting friends to a Bible study, it’s valuable to take a few minutes to think about their “customer” needs in order to approach the communication in a way that is most likely to appeal to them.

For further grading information, see the reflection rubric on the course site.

Case Study

This case study of Ikea launching their retail format into China has a wonderful cross-section of a number of different marketing issues – customer behavior, product, pricing, distribution, cultural differences, etc. Reading through this short case and answering the case questions at the end provides a

practical view of what problems can occur when the marketing approach is not thoroughly researched before implementation

For further grading information, see the case study rubric on the course site.

Weekly Marketing Plan Components and Final Marketing Plan

The primary strategic document for marketers is the marketing plan. Plans may vary widely in scope, from a 5-year corporate marketing plan to a 3-month plan for one narrow product line, and everything in between. However, the primary elements remain the same:

- Purpose – You need to explain why you are undertaking a marketing plan
- Objective – Your plan needs to address a specific problem (i.e., declining sales or a new competitor), and then offer a specific plan to address that issue
- SWOT analysis – An internal look at your organization, its current marketing mix, structure, value chain, and an external view of the industry, trends, competitors, supply chain issues. This section closes with a “SWOT box” – a table with bullet points showing the primary 2-5 items identifying the issues discussed in the narrative section.
- Strategy – Outline the specific marketing elements as they currently are, and how you propose to enhance them. You must change at least one of the four main marketing elements (also known as the 4 P’s:
 - Product/Creating Offering
 - Promotion/Communication
 - Pricing/Exchanging
 - Place/Distribution/Delivering
- Budget and Conclusion – Provide some rough estimates of costs associated with your program, what the expected revenue increase would be, and outline an implementation plan – essentially a “to do” list with associated due dates, to illustrate the time frame for this plan.

Students will write their marketing plan in installments each week, then the final plan will include an Executive Summary, plus the budget and conclusion sections, and will integrate the changes and suggestions provided throughout the course on earlier versions.

For further grading information, see the marketing plan components rubric and the marketing plan rubric on the course site.

Marketing Plan Presentation

Once a marketing plan is written, it must be communicated effectively to decision makers. For this purpose, you will create an 8-10 minute PowerPoint, Prezi, VoiceThread, Kaltura, etc. video with your voice speaking over the slides.

It will include slides with this format:

- Title slide with the plan title and your name
- Plan purpose – what does your plan seek to change in the current marketing approach?
- Company overview
- SWOT analysis
- Target market
- Product/Offering

- Promotion/Communication
- Price
- Place/Distribution

Share your plan with the class in a standard PowerPoint or Prezi presentation in a forum. This presentation should be 10-12 minutes in length, with you sharing the information, and talking the viewers through each section

For further grading information, see the marketing plan presentation rubric on the course site.

COURSE SCHEDULE

Format

This course is delivered in an online format that provides all learning activities online. The day the course starts is considered Day 1 of Week 1 for the course. For example, if a course begins on a Monday, then Day 1 is Monday, Day 4 is Thursday, and Day 7 is the following Sunday.

This course is an accelerated course. As a rule of thumb, students should expect to spend on average 17.5 hours on course work each week including the face-to-face class meeting.

Due Dates

Unless otherwise noted, all assignments are to be submitted on the course site by class time or 11:59 p.m. CT on Day 7 of each week. Please see the following schedule for details on when an assignment is due.

For any questions regarding these assignments, contact the instructor.

Orientation

- Read the Getting Started Page
- Participate in the Introductions Forum
- View and Complete Understanding Plagiarism Presentation and Quiz
- Complete Student Responsibilities Exercise

Week 1: Overview of Marketing and Marketing Planning

- Read the Weekly Overview
- Post introduction online, including any background or experience in marketing or sales onto Moodle site, under "Class Introductions and Marketing Experience."
- Read Chapter 1: What Is Marketing? in Principles of Marketing.
 - Watch Importance of Marketing Concepts and Skills: Five Ps of Marketing (10:30).
- Read Chapter 2: Strategic Planning in Principles of Marketing.
 - Watch Creating Your Brand Proposition (10:23)
 - Watch Value Proposition Explained (4:38)
 - Watch What Physics Taught Me about Marketing (7:31)
- Read Chapter 16: The Marketing Plan in Principles of Marketing.
- Develop a Marketing Plan Proposal.
- Participate in the Value Proposition discussion forum.
- Participate in the Brand Strategy Challenges discussion forum.

- Submit Week 1 Reflection.

Due Day 4

- Participate with original post in the Value Proposition discussion forum.
- Participate with original post in the Brand Strategy Challenges discussion forum.

Due Day 7

- Participate with original post in the Value Proposition discussion forum.
- Participate with original post in the Brand Strategy Challenges discussion forum.
- Submit Marketing Plan Proposal.
- Submit Week 1 Reflection.

Week 2: Understanding Target Markets and Segmentation

- Read the Weekly Overview
- Read Chapter 3: Consumer Behavior in Principles of Marketing.
 - Watch TED Talk with Seth Godin: The Tribes We Lead (17:19). This is a bit of a mix with leadership and change, but good thinking about how to connect groups.
 - Watch Automobiles and Lifestyle Marketing (5:06). This is a bit dated, but gives good perspective of some consumers around the world and how they relate the car they drive as an extension of their personality.
- Read Chapter 4: B2B Markets in Principles of Marketing.
- Read Chapter 5: Market Segmenting, Targeting and Positioning in Principles of Marketing.
 - Watch TED Talk with Joseph Pine: What Consumers Want (14:15).
 - Watch TED Talk with Malcolm Gladwell: Choice, Happiness, and Spaghetti Sauce (17:30).
 - Watch Excerpts from "Positioning: The Mind of a Leader 2" (8:28).
 - Watch Target Market vs. Target Audience (1:36).
- Participate in the Consumer Buying Process discussion forum.
- Participate in the VALS discussion forum.
- Create Detailed Profile of Target Market Customer.
- Submit Case Study: Ikea in China.
- Submit Week 2 Reflection.
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Due Day 4

- Participate with original post in the Consumer Buying Process discussion forum.
- Participate with original post in the VALS discussion forum.

Due Day 7

- Participate with original post in the Consumer Buying Process discussion forum.
- Participate with original post in the VALS discussion forum.
- Submit Detailed Profile of Target Market Customer.
- Submit Case Study: Ikea in China.
- Submit Week 2 Reflection.

Week 3: Creating and Managing Offerings; Market Research

- Read the Weekly Overview
- Read Chapter 6: Creating Offerings in Principles of Marketing.
 - Watch Target: Inside the Bullseye – Marketing Success (2:06).
- Read Chapter 7: Developing and Managing Offerings in Principles of Marketing.
 - Watch Excerpts from The Battle to Get on Your Plate: High Stakes in the Food Industry (11:09).
 - Watch Devil Wears Prada clip "Stuff."
 - Watch TED Talk with Sheena Iyengar—How to Make Choosing Easier (16:05).
- Read Chapter 10: Gathering and Using Information in Principles of Marketing.
 - Watch TED Talk with Alan Smith – Why You Should Love Statistics (12:50).
- Submit the Product Section of Your Marketing Plan.
- Participate in the Local Church as Product discussion forum.
- Participate in the Brand YOU discussion forum.
- Submit Week 3 Reflection.

Due Day 4

- Participate with original post in the Local Church as Product discussion forum.
- Participate with original post in the Brand YOU discussion forum.

Due Day 7

- Participate with original post in the Local Church as Product discussion forum.
- Participate with original post in the Brand YOU discussion forum.
- Submit the Product Section of Your Marketing Plan.
- Submit Week 3 Reflection.

Week 4: Marketing Communication

- Read the Weekly Overview
- Read Chapter 11: Integrated Marketing Communications and the Changing Media Landscape in Principles of Marketing.
 - Watch TED Talk with Naimul Huq—12 Secrets of Marketing (13:02).
 - Watch Promotion Tracking (1:44).
 - Watch Online and Mobile Business Marketing (28:19).
- Read Chapter 12: Public Relations, Social Media, and Sponsorships in Principles of Marketing.
 - Watch Coke's Water Bomb: The Dasani Fiasco (29:14).
 - Watch Social Media for Business Marketing (29:38).
 - Watch TED Talk with Seth Godin—How to Get Your Ideas to Spread (16:57).
 - Watch Contagious: Why Things Catch On (8:07).
 - Watch 10 Laws of Social Media Marketing (2:29).
 - Watch TED Talk with Alexis Ohanian—How to Make a Splash in Social Media (5:37).
- Read Chapter 13: Professional Selling in Principles of Marketing.
 - Watch The Sell Game: Robert Herjavec of Shark Tank Puts People to the Selling Test (15:04).
- Participate in the Big Ticket Advertising discussion forum.

- Participate in the Self-Marketing Plan discussion forum.
- Submit the Promotional Section of Your Marketing Plan.
- Submit Week 4 Reflection.

Due Day 4

- Participate with original post in the Big Ticket Advertising discussion forum.
- Participate with original post in the Self-Marketing Plan discussion forum.

Due Day 7

- Participate with original post in the Big Ticket Advertising discussion forum.
- Participate with original post in the Self-Marketing Plan discussion forum.
- Submit the Promotional Section of Your Marketing Plan.
- Submit Week 4 Reflection.

Week 5: Pricing; Marketing Channels

- Read the Weekly Overview
- Read Chapter 8: Using Marketing Channels to Create Value for Customers in Principles of Marketing.
 - Watch TED Talk with Daniel Schnitzer—Inventing Is the Easy Part. Marketing Takes Work (5:38).
 - Watch Pull Marketing Techniques (17:47).
 - Watch TED Talk with Robin Chase—The Idea behind Zipcar (13:35).
 - Watch TED Talk with Wingham Rowan—A New Kind of Job Market (12:13).
 - Watch Modern Marvels: Supermarket (43:52).
- Read Chapter 15: Price, the Only Revenue Generator in Principles of Marketing.
 - Watch Money: Brain Games (24:02).
 - Watch Excerpts from Starting a Consulting and Training Company: The StartUp Experience (5:27).
 - Watch Excerpts from Managing Your Business: Prices, Finances, and Staffing (9:07).
 - Watch Excerpt from Starting a Bed and Breakfast: the StartUp Experience (3:25).
 - Watch TED Talk with Thulasiraj Ravilla—How Low-Cost Eye Care Can Be World Class (17:19).
- Participate in the New Distribution Methods discussion forum.
- Participate in the Ethics around Prescription Drug Pricing discussion forum.
- Submit the Pricing and Distribution Sections of Your Marketing Plan.
- Submit Week 5 Reflection.

Due Day 4

- Participate with original post in the New Distribution Methods discussion forum.
- Participate with original post in the Ethics around Prescription Drug Pricing discussion forum.

Due Day 7

- Participate with original post in the New Distribution Methods discussion forum.
- Participate with original post in the Ethics around Prescription Drug Pricing discussion forum.
- Submit the Pricing and Distribution Sections of Your Marketing Plan.

- Submit Week 5 Reflection.

Week 6: Customer Satisfaction

- Read the Weekly Overview
- Read Chapter 14: Customer Satisfaction, Loyalty, and Empowerment in Principles of Marketing.
 - Watch TED Talk with Barry Schwartz—The paradox of choice (19:33).
 - Watch Excerpts from Fostering Brands: Secrets of Branding (4:12).
 - Watch Profiting from Collaboration (45:30).
 - Watch Customer Loyalty: Inc. Magazine’s Complete Series on Starting and Growing a Business (5:48).
 - Watch Passion for Service Excellence: Workplace Excellence Series (12:45).
 - Watch TED Talk with Tom Hulme—What Can We Learn from Shortcuts? (7:20).
 - Watch How the Kids Took Over: Child-Driven Marketing (49:00).
 - Watch Ethics and the Consumer (21:50).
 - Watch Consumer Choice and Protection (22:58).
- Participate in the Marketing Ethics discussion forum.
- Participate in the Customer Satisfaction discussion forum.
- Complete and submit Final Marketing Plan.
- Submit Marketing Plan Presentation.
- Submit Week 6 Reflection

Due Day 4

- Participate with original post in the Marketing Ethics discussion forum.
- Participate with original post in the Customer Satisfaction discussion forum.
- Complete and submit Final Marketing Plan.

Due Day 7

- Participate with original post in the Marketing Ethics discussion forum.
- Participate with original post in the Customer Satisfaction discussion forum.
- Submit Marketing Plan Presentation.
- Submit Week 6 Reflection.