

BUSML 3250 Principles of Marketing

Spring 2018 Sections: In-Person, Online, Regionals **Mondays 5:20-7:10 Room:** Hitchcock Hall 131

Instructor: Dr. Joseph Goodman

E-mail: goodman.425@osu.edu

Office Hours / Location: Mon 4:00pm-5:00pm or by appointment Fisher 542

TAs: Kendra Bellmann (bellmann.7@buckeyemail.osu.edu) Fisher 050 Wed 5:00-7:00pm or by appointment

Tyler Maddox (Maddox.89@osu.edu) Fisher 050 Mon/Wed 4:30-5:15 or by appointment

COURSE PRE-REQUIREMENTS: ECON 2001.01 AND 2002.01

COURSE OVERVIEW Provide students with an overview of the marketing function, which includes market research, consumer behavior, branding, channels, pricing, products/services, and promotion.

OVERVIEW OF GRADED COMPONENTS

	Per-Item Points	Total Points	Open Book?	Work Type
LearnSmart (LS) ¹	1	20	Yes	O
Interactives (I) ¹	1	10	Yes	N
Quizzes ¹ (Q)	1	20	Yes	N
2 Exams ²	45 + 45	90	No	N
Final Exam ²	55	55	No	N
Feedback Surveys	2.5	5	No	N
Total		200		

Graded Deliverable Types:

Independent Work [N ↑]: Strictly non-collaborative, original individual work. Discussions with instructor only. NO USE of GroupMe, LinkedIn and other forums.
Collaboration-Required [C 🗺]: An explicit expectation for collaboration among students either in-class or outside (e.g. in group projects).
Optional-Collaboration [O 🗺]: Original individual work/submissions; Students are permitted, but not required, to discuss among themselves.

¹ Total of 21 assignments, lowest grade will be dropped

² An average of > 50% on exams is required to pass the class, regardless of performance on other components.

USE OF ELECTRONICS – NOT PERMITTED In-class use of laptops, tablets, phones not permitted

COURSE FORMAT – HYBRID COURSE

This course is a hybrid course. One credit hour of in-class lecture time has been replaced with online learning. Our class meets in-person for two hours of lecture each week. For a three credit hour class, university guidelines require approximately six hours of work/preparation outside of class time. This class is designed with online assignments and textbook readings that are required (and graded) each week, which you must complete in that time outside of class. It's recommended that you schedule your time in advance each week to log in to complete your work. This will help keep you from falling behind. Your online work will be completed using McGraw-Hill Connect, which you will access through Canvas, as detailed in this syllabus.

COURSE MATERIALS

Required	1. eText: Marketing by Kerin and Hartley, 13th ed 2. Access to MHConnect
Optional	Printed text (loose-leaf print text)

There are three ways to purchase course materials (the easiest and cheapest is Option 1):

Three Options	Price	MHConnect Access	eText	Print Text Upgrade	Shipping	ISBN
1. MHConnect Access @Canvas site	\$95.00	included	included	+\$25.00 @Canvas site	6-8 days	-
2. MHConnect Access Card @bookstore	\$125.00	included	included	+\$25.00 @Canvas site	Pick-up in store	9781260444995
3. MHConnect Access Card + Loose-leaf Print Text @bookstore	\$180.00	included	included	Included @bookstore	Pick-up in store	9781260427042

LEARNING OBJECTIVES To understand...

- key marketing concepts and terminology
- the role of marketing within society and within an economic system
- the various decision areas within marketing
- the tools and methods used by marketing managers for making decisions
- how a marketing perspective is important in your own personal and professional development

GRADING

Below is the *minimum* required points to earn each grade.

	B+ ≥ 174	C+ > 150	D ≥ 120
A ≥ 186 + all material completed*	B ≥ 167	C ≥ 145	F < 120
A- ≥ 182 + all material completed*	B- ≥ 159	C- ≥ 138	

***To earn an A or A-:** You must complete all the material in the course (except for dropped grades) AND earn the minimum required points. For example, if you earned 192 points, but did not complete LearnSmart assignments, then will earn a B+.

- I do not change grades (except for clerical/math errors). You may **appeal but your grade may go up or go down** based on a re-evaluation. Appeals must be made in writing via email within one week of receiving your grade. Explain your appeal as best as possible. I will NOT change a grade if you just verbally complain. If you submit a written appeal, I do not promise to change your grade, but I promise to consider your appeal carefully and fairly.
- Once the final course grading scale is set, it is set in stone. If you miss the next grade by one point you will have my sympathy - but I will not change your grade.
- The BSBA program recommends a **GPA of 2.9-3.2** in all business core classes. The actual grade assigned will be based on what you earn. All sections of Principles of Marketing follow the same grading policy.

EXPLANATION OF GRADED COMPONENTS

1. LearnSmart (LS) Assignments. 20 points: 21 assignments, 1 point each, lowest grade dropped.

LearnSmart Assignments are interactive assignments via MHConnect. Through several questions, the assignment identifies concepts that you have mastered and that still need your attention. The program then highlights the concepts in the eText that still need more studying. Even if you miss questions, you can continue to work on them until you get them all correct and earn full credit. That's the point. The book will then highlight (in different colors) which parts you answered correctly and with confidence, and those sections that you answered incorrectly or just guessed.

Open Book?	Open Web?	Time Limit?	Repeated Attempts?	Collaborate?
Yes. You may use the book.	Yes. You may use the web to understand the concepts, but not search for answers.	Unlimited.	Yes. You may retry until you earn full credit.	Yes. You may collaborate with others, but you must submit individually.

2. Interactive (I) Assignments. 10 points: 21 assignments, .5 point each, lowest grade dropped.

Open Book?	Open Web?	Time Limit?	Repeated Attempts?	Collaborate?
Yes. You may use the book.	No. You may not use the web, Google, Quizlet, GroupME, etc.	Unlimited.	No. You only get one chance to take these assignments.	No. This is an individual assignment.

3. Quizzes (Q). 20 points: 21 assignments, 1 point each, lowest grade dropped. 10 questions. Not every student will get the same question. Questions are randomly chosen in random order with randomized answers.

Open Book?	Open Web?	Time Limit?	Repeated Attempts?	Collaborate?
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Yes. You may use the book.	No. You may not use the web, Google, Quizlet, GroupME, etc.	10 minutes	No. You only get one chance to take these assignments.	No. This is an individual assignment.
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4. Exams. 45, 45, 55 points.

Exams will consist of multiple-choice questions and cover material from assigned chapters, class slides, and guest speakers. You must be present for exams. If you have a conflict, you must notify the TA within the first two weeks of class. Expect to be challenged in terms of concepts learned and application of those concepts. Second-language students may use a translation dictionary (book form, not electronic) during the exam

Open Book?	Open Web?	Time Limit?	Repeated Attempts?	Collaborate?
No	No	55 min, 55 min, 110 min	No. You can only take once.	No. This is an individual exam.

Exam Day Procedures

1. **BUCKID. YOU MUST BRING YOUR BUCKID** to the exams.
2. **Pencil.** You must use a #2 (soft-lead) **pencil**.
3. **Name.** Know your name (as it is recorded in Canvas) and your **OSU student number**.
4. **Section.** You **MUST** take the exam in the section you are actually registered for.
5. **No Communication.** You may not post, text, email, or talk about any information regarding the exam. This includes information about questions or even mundane information such as the number of questions or the color of the paper the exam was printed on.
6. **Return Exam.** You may not copy, record, or keep exam materials for any reason. Copying exam materials will be considered copyright infringement and will be reported to COAM. If you have any questions, please just ask the instructor. I am happy to answer any questions.

CLASS POLICIES, CANVAS, & COURSE SLIDES

- o **No Electronics:** Use of electronics is not permitted during class. Lectures will also be recorded and viewable via Canvas. I made this change because research¹ consistently shows that (1) students learn better without electronics and (2) electronics hinder learning of those seated around you. For more on the science behind this decision <https://www.nytimes.com/2017/11/22/business/laptops-not-during-lecture-or-meeting.html>
- o **Slides:** Slides for each in-class lecture will be posted on Canvas at least 24 hours before class. These are “noteshells” and not the complete slides used in class. They are designed to assist you in note taking, but downloading the slides is not a substitute for attending class.
- o **Attendance:** Attendance is your choice. Students in the online section are welcome to attend too, or watch a recording of the class, which will be posted on Canvas for all sections. If you attend/view class and actively participate (i.e., take notes, participate in exercises), it will improve learning which will be reflected on your exam and your grade. I do not need to know when you cannot attend. Per University rule 3335-8-33, **failure to attend a class by the first Friday** of the term may lead to disenrollment from the course, and this holds for the online section as well (ie, the online section must attend the first class in-person). For details, see: <http://trustees.osu.edu/rules/university-rules/chapter-3335-8-instruction.html>.
- o **No Assignment Extensions:** However, late assignments are accepted at partial credit because life sometimes has unexpected events. I also drop 3 of your lowest scores (1 LS, 1 Interactive, 1 Quiz).
- o **Technical Difficulties:** If you have a technical issue with MHConnect that prevents you from completing an assignment, **you MUST contact the MHConnect support team (via LiveChat or call 800-331-5094)** and

Dynarski, Susan (2017), “Laptops are Great. But Not During a Lecture or a Meeting,” *The New York Times*, November.
 Mueller, Pam A. and Daniel M. Oppenheimer (2014), “The Pen Is Mightier Than the Keyboard: Advantages of Longhand Over Laptop Note Taking,” *Psychological Science*, 25 (6), 1-10.
 Carter, Susan Payne, Kyle Greenberg, and Michael S. Walker (2017), “The impact of computer usage on academic performance: Evidence from a randomized trial at the United States Military Academy,” *Economics of Education Review*, 56 (February), 118-132.

email your **CASE NUMBER** to the TA. If the assignment is still late, then we may accept it, depending on the case, but only with a case number. This **only applies to technical issues** that are caused by MHConnect (not individual computer issues). You always have the lab for backup, so don't wait until the last minute!

- **Canvas and BuckeyeMail:** I will use Canvas' email system and BuckeyeMail to contact you about the class (e.g., changes in the syllabus, assignments, etc.). **It is your responsibility to check official emails sent to you via Canvas and to your official OSU email.**

TIPS FOR SUCCESS

- **Stay ahead.** There are many assignments in this course and you can easily get behind. I encourage you to get ahead and finish assignments well before they are due.
- **How to think about this course:** The material in introductory courses like Principles of Marketing often seem very familiar (unlike subjects such as physics or chemistry). Unfortunately, this familiarity can give students a false sense of security in a feeling that they have mastered the material with relatively little effort. These students frequently lament, "the text and lecture are just common sense but somehow I failed the exam." Expect test questions to probe for more depth and detail than you can easily handle with a light skimming of the text and a passive listening to lectures.

STUDENTS WITH DISABILITIES

Any student who feels she/he may need an accommodation based on the impact of a disability should contact me privately at the beginning of the semester to discuss your specific needs. The Office for Disability Services (at 614-292-3307 in room 150 Pomerene Hall) is available to help coordinate reasonable accommodations for students with documented disabilities. This includes the use of electronic devices in class.

EXTRA CREDIT OPPORTUNITY

You may earn **up to 10 extra credit points** towards your final grade by participating in research studies. Many of the concepts you learn about in marketing were tested through research conducted by professors at major research universities like Ohio State. To conduct research, professors ask volunteers to participate in research studies. Typical studies include rating advertisements or new products, or just providing your opinions about various issues. All studies are for academic purposes (not for a company or business). In addition to helping your grade, participation in the studies will allow you to gain a better understanding of marketing and the research process.

How it Works

1. **Go to** <http://fisher-osu.sona-systems.com>
2. **Request Account.** Click on "Request Account" on the right side of the web page.
3. **Create User ID.** Choose a user ID that is not in use and provide an email that you check regularly (this is how we will tell you about studies). Use your **FIRST and LAST name that is in Carmen** to ensure that you receive your Marketing Extra Credit.
4. **Sign-up for a Study.** Click on "Study sign-up" and follow instructions. Studies will start posting 2 to 3 weeks into the semester.
5. **Show up.** Show up for your session a few minutes early, just in case you can't find the room. Note the **date, time, location, and length of time** for the study. Follow instructions provided on the website when you sign up.

Tips & Reminders

- **Be Early.** Please **arrive 5 minutes early** to your scheduled session. Sessions begin at the scheduled time, and late arrivals will not be admitted.
- **Don't wait.** Start early. If you wait, until the last two weeks of the semester, then you will only get 1 or 2 studies, maybe. If you start early, you will have plenty of opportunities. Studies end the last week of classes.
- **Studies fill up quickly.** After you register online check your email regularly for new studies.
- **Show up!** In fairness to other students, you must make every possible effort to attend studies for which you sign up. Students who are "no shows" will receive a **penalty of 0.5 extra credit points** for each study they miss. Students with a history of "no shows" may be blocked from signing up for any further studies.
- **Extra credit will not post in Carmen until the end of the semester.** You can always check your SONA account to see the points you've earned. Your instructor does not have access to your points until the end of the semester. If you have questions about credits, email the lab directly (see below for contact information).

- **Location.** Most studies are in **Mason Hall 325**. Have a seat outside on the long bench. Once the session is ready to begin, the researcher will open the door and take attendance. Always note the location of the study. Studies are occasionally held in other locations.
- **Once.** You may only participate in a study once. The website won't allow you to sign up again.
- **Questions? Contact Stephanie Marshall** (Lab Director) at marshall.669@osu.edu or Priya Hall (Lab Assistant) at hall.2529@osu.edu

COURSE CALENDAR *

Class	Month	Day	Material Covered in Class	Assignment Due Before Class
Section 1: Defining Marketing and Understanding the Marketplace				
1	Jan	8	Intro and Academic Integrity Ch. 1 Creating Customer Value	
	Jan	15	MLK Day -- No Class	
2	Jan	22	Ch. 2 Marketing Strategies Ch. 3 Marketing Environment	Signed Syllabus (print, sign, bring to class) Ch 1 Assignments & Quizzes
3	Jan	29	Ch. 4 Ethical & Social Responsibility Ch. 5 Consumer Behavior	Ch 2 & 3 Assignments & Quizzes
4	Feb	5	Ch. 6 Organizations as Customers Ch. 7 Global Consumer	Ch 4 & 5 Assignments & Quizzes
5	Feb	12	Ch. 8 Marketing Research Guest Speaker and Exam Review	Ch 6 & 7 Assignments & Quizzes
6	Feb	19	***EXAM 1 (over Chapters 1-7)***	
Section 2: The Marketing Mix: Products & Pricing				
7	Feb	26	Ch. 9 Segment. Targeting, Positioning Ch. 10 New Products and Services	Ch 8 Assignments & Quizzes Course Feedback Survey 1
8	Mar	5	Ch. 11 Managing Products, Services, Brands Ch. 12 Services	Ch 9 & 10 Assignments & Quizzes
	Mar	12	Spring Break -- No Class	
9	Mar	19	Ch. 13 Pricing Ch. 14 Pricing Cont.	Ch 11 & 12 Assignments & Quizzes
Section 3: The Marketing Mix: Place & Promotions				
10	Mar	26	Ch. 15 Channels and Supply Chains Ch. 16 Retailing and Wholesaling	Ch 13 & 14 Assignments & Quizzes
11	Apr	2	***EXAM 2*** (over Chapters 8-14)***	
12	Apr	9	Ch. 17 IMC and Direct Marketing Ch. 18 Advertising and PR	Ch 15 & 16 Assignments & Quizzes
13	Apr	16	Ch. 19 Direct, Online, and Social Media Ch. 20 Personal Selling and Sales Mgmt	Ch 17 & 18 Assignments & Quizzes
14	Apr	23	Ch. 22 Strategic Marketing Guest Speaker	Ch 19, 20, & 22 Assignments & Quizzes
	Apr	30	No Class	Ch 22 Assignments & Quizzes Course Feedback Survey 2
	May	1	***FINAL EXAM*** 6:00-7:45pm (over all Chapters)	

*Calendar subject to change at the instructor's discretion. Any changes will be announced in advance.

HONOR CODE & ACADEMIC MISCONDUCT CONTRACT

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: **"Any activity that tends to compromise the academic integrity of the University, or subvert the educational process."** Examples of academic misconduct include (but are not limited to) **plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination.** Ignorance of the University's *Code of Student Conduct* is never an "excuse" for academic misconduct. I recommend that you review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct.

Academic integrity is essential to maintaining the reputation and brand Ohio State. Thus, OSU and the Committee on Academic Misconduct (COAM) assume that all students have read and understand the *Code of Student Conduct* and that all students will complete all academic and scholarly assignments with fairness and honesty. Failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus constitute "Academic Misconduct."

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you witness academic misconduct, you are obligated to report it. If you suspect academic misconduct is occurring, you may report it to me and I will keep your identity strictly confidential. If you feel uncomfortable reporting to me, you may also report it to another instructor, the associate dean, or COAM. Not reporting academic misconduct is also a violation of the *Code of Student Conduct* and can lead to academic sanctions. Please contact me if you have any questions about this policy or about what constitutes academic misconduct.

SIGNATURE I hereby affirm that I have read the syllabus for this course and understand the policies outlined in the syllabus. I pledge to abide by the *Code of Student Conduct*. I agree that I will not engage in academic dishonesty and will report any academic dishonesty that I witness.

Name (Print)

Signature

Date

Please sign, date, and return a copy of this last page to Prof. Goodman by the second class (bring to class or to his mailbox, Fisher 500). Failure to sign the syllabus will lead to a drop from the course and/or a failing grade.

YOUR COPY – KEEP FOR YOUR RECORDS

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**INSTRUCTOR'S COPY – READ, SIGN, DATE, AND HAND TO
INSTRUCTOR WITHIN ONE WEEK OF FIRST CLASS.
ONLINE SECTION CAN BRING TO FISHER HALL 500 FROM 9-5.**