

Autumn 2024	<u>Section (Course #) Day/Time</u>	<u>Room</u>
<b>Instructor:</b> Robin L. Soster, PhD	0030 (3808) M 8:25 – 9:45 AM	Hitchcock Hall 131
<b>Email:</b> soster.4@osu.edu (see email policy)	0400 (4297) M 10:00 – 11:20 AM	Mendenhall Lab 100
<b>Office Hours:</b> M/W 2:30 – 3:30 PM or by <a href="#">appointment</a>		
<b>Graduate Assistant (GA):</b> Yu-I Yu (yu.3629@buckeyemail.osu.edu) <b>Teaching Assistants (TAs):</b> Pradyot Jillella (jillella.1@buckeyemail.osu.edu) & Sophia Stahl (stahl.261@buckeyemail.osu.edu)		
<b>GA / TA Office Hours:</b> TBA		

**Course Description:** Principles of Marketing will provide students with an overview of the marketing function, which includes market research, consumer behavior, branding, channels, pricing, products/services, and promotion.

**Course Learning Outcomes:** After completing this course, students will be able to:

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

**Pre-Requirements:** ECON 2001.01 and 2002.01 (or similar economics courses)

**Course Format and How this Course Works:**

**Mode of Delivery:** This course will be held in-person weekly on Mondays. Section 0030 (3808) will meet from 8:25 – 9:45 AM in Hitchcock Hall 131. Section 0400 (4297) will meet from 10:00 – 11:20 AM in Mendenhall Lab 100. Any lectures from the online component of this course will be recorded and posted to the CarmenCanvas course page where students will have access to the recordings through the end of the semester. Attendance is required for grading purposes. Students are encouraged to attend and participate in in-person lectures to maximize their learning experience. In addition to the weekly lectures, the course will also require 2-3 hours of other online content (e.g. mini-simulations, application exercise videos and quizzes).

**Pace of online activities:** This course is divided into **weekly modules** that are opened on Mondays by noon each week. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely at their own pace within that time frame established in the course calendar. All weekly online activities are **DUE on Sundays by 11:59pm**.

**Credit hours and work expectations:** This is a **3-credit-hour course**. According to [Ohio State policy](#), students should expect 3 hours per week of time spent on direct instruction (e.g., instructor content, CarmenCanvas activities, mini-simulations, quizzes, etc.) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

**Required Texts/Materials:** The textbook for this course is titled Principles of Marketing 19<sup>th</sup> edition by Philip Kotler, Gary Armstrong, and Sridhar Balasubramanian (ISBN13:978-0-13-576659-0 published by Pearson). Throughout the syllabus and on CarmenCanvas, the text may be referred to as **K/A/B**. The textbook and courseware for this course is \$87.99 to students this semester.

Please follow these steps to register for a Pearson MyLab account to get access to the textbook and assignments.

**Step 1: Login to CarmenCanvas and select the BUSML 3250 course** (if using an iPad go through Safari, not the iPad CarmenCanvas app)

- Sign into CarmenCanvas and enter your CarmenCanvas course.
  - Do one of the following: (1) Select any Pearson link from any module or (2) Select the MyLab & Mastering in the Course Navigation, and then select any course link on the Pearson page.

**Step 2: Get Access to Your Pearson Course Content:**

- Enter your Pearson account **username** and **password** to **Link Accounts**. You have an account if you have ever used a Pearson MyLab & Mastering product (MyLab Math, Mastering Chemistry, etc.). If you don't have a Pearson account, select **Create** and follow the instructions.

When prompted to enter an access code, enter this code: TBD

- From the "You're Done" page, select *Go to My Courses*.
- **Important Note:** ALWAYS enter your MyLab & Modified Mastering course through CarmenCanvas not the Pearson site.

**Step 3: Get Your Computer Ready**

- For the best experience, [CLICK HERE](#) to check the system requirements. **Need help?** [CLICK HERE](#)

### Course Policies

- **Email / Communication Policy:** This semester, the instructional team (professor and GA/TAs) is responsible for communicating with approximately 600 students. As such, any email communication **MUST INCLUDE** only the course numbers in the Re: line to receive attention. If you are in the 8:25 AM section, your email should have *only 3250-3808* as its subject. If you are in the 10:00 AM section, your email should have *only 3250-4297* as its subject. Emails not adhering to this format will not be viewed in a timely manner (if at all!).
- **Attendance / Participation Policy:**
  - Attendance is a graded component of the course. Students are required to attend class and are encouraged to participate in lectures to maximize their learning experience. Students should be prepared to be called on in class and are encouraged to ask questions in class.
  - Attendance is taken during all lecture classes; however, it is not taken on exam days. The instructor will **drop the two lowest attendance scores at the end of the semester**. Please plan accordingly for your absences. **It is recommended that you save your absences for unpredicted events such as physical or mental medical conditions, emergencies and unforeseen circumstances.** No additional absences will be granted beyond the two absences. This reasonable accommodation applies to all students.
  - If students are ill or have been exposed to COVID-19, the instructor asks that you refrain from coming to class and instead view the recorded lecture online. Students should be prepared to be called on in class and are encouraged to ask questions in class.
  - To receive your attendance points you must utilize the TopHat code provided at the start of class. If you miss the TopHat code provided at the beginning of class, you are required to notify the instructor at the end of the class to receive partial (half) attendance points. TopHat attendance scores are posted immediately after class on the TopHat site. It is the students' responsibility to check their attendance scores immediately after class. If the posted attendance score is not accurate, then the student must email the instructor with the appropriate re: line by end of day (11:59 PM) of the class in question.
- **Assignment Policies:**
  - **Assignments and online activity:** Students are expected to login to the course in CarmenCanvas every week. (During most weeks students will probably login many times). Assignments will be posted on the CarmenCanvas course page on Mondays no later than noon and students will have at least one full week to complete the assignments. **ALL assignments are due on Sundays at 11:59 PM.** Note that there is one exception to the Sunday deadline: assignments for the last two weeks of class are all due Wednesday, December 4 by 11:59 PM (the last day of classes for Autumn semester).

- **Late Policy for ALL Assignments:** Students are expected to complete the assignments by the due dates and times listed in CarmenCanvas. If a student turns in the assignment late, but within 24 hours of the due date and time then 20% will be deducted from their grade. After the 24 hours expires, students will receive a zero for assignments not turned in. Given that students have a full week to complete the assignments (and a 24-hour grace period), there are no additional extensions for assignments. That is, work that is not turned in before the end of the grace period will receive zero (0) points. Students' lowest two assignment scores are dropped automatically in CarmenCanvas
- **Testing Policies**
  - **Quizzes:** There are no make-ups for quizzes. However, as with other assignments, students have a 24-hour grace period after the quiz due dates that will allow them to complete the quiz with a 20% penalty to their grade. After the 24-hour grace period ends incomplete quizzes are marked as a zero. Quizzes will be administered online in CarmenCanvas via Honorlock. Students need a computer with working internet, webcam, and microphone. In addition, students must have Honorlock enabled (see the Honorlock link in CarmenCanvas for installation instructions). Students will have one full week to complete the quizzes at the time of their choice during that week. Each quiz must be completed in 45 minutes. Students' lowest quiz score is dropped automatically in CarmenCanvas.
  - **Exams:** Missed exams can only be made-up in extreme cases (e.g., illness with documentation from a health professional, death of a friend/family member, personal hospitalization, etc.) with proper documentation (e.g., a physician's note, ER paperwork, obituary, etc.) and approval from the instructor. Each decision regarding make-up exams is made by the instructor on a case-by-case basis. Students are required to email the professor (see email / communication policy) as soon as possible if it is an emergency or within the first two weeks of class if it is a course conflict. Alternative methods (e.g., oral exam, essay) of testing may be used for make-up exams.
- **Office Hours:** Office hours are optional. Office hours for the instructor are listed on the first page of the syllabus and GA/TA office hours will be provided via CarmenCanvas posting. The instructor asks that students use this link to sign-up for office hours as needed: [Sign-up for Office Hours with Dr. Soster](#). Please see the CarmenCanvas course page for additional office hour information.
- **Dis-enrolled:** Any student who fails to complete an online assignment for the course, without giving prior notification to the instructor, will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.
- **SLDS Accommodations:** Students who have approved SLDS accommodations must email [soster.4@osu.edu](mailto:soster.4@osu.edu) the first week of class (or as soon as the accommodations are approved).
- **Course Technology:** This course requires use of CarmenCanvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations as early as possible.
- **Course-specific Schedule and Copyright Policy:** The instructor reserves all rights to adjust the course syllabus throughout the semester. Students are responsible for ensuring they are following the most up-to-date version on CarmenCanvas. Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy.
- **Safety and health requirements:** All teaching staff and students are required to comply with and stay up to date on all University safety and health guidance. Non-compliance will be warned first and disciplinary actions will be taken for repeated offenses.

The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's request process, managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12th Avenue.

## Statement on Academic Misconduct

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.

More information and resources can be found here:

**University Policies,  
Services and Resources**  
([go.osu.edu/UPolicies](http://go.osu.edu/UPolicies))



Fisher Undergraduate  
Handbook and QuickLinks  
([www.bsalinks.com](http://www.bsalinks.com))



Fisher Navigator  
Resource Portal  
([www.nav-1.com](http://www.nav-1.com))



### Course Grading Scale

Below is the *minimum* required percentage to earn each grade. The instructor does NOT round up or down.

**NOTE: Grades are based on %, not the letter grade assigned by CarmenCanvas (CarmenCanvas makes assumptions that the instructor does not).**

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	93% - 90%	90% - 87%	87% - 83%	83% - 80%	80% - 77%	77% - 73%	73% - 70%	70% - 67%	67% - 60%	60% - 0%

**Note: To earn an A or A-: Students must complete all the graded components in the course AND earn the minimum required %. For example, if a student earned 92%, but did not complete all the quizzes, then the student will earn a B+.**

- The instructor **DOES NOT** change grades (except for clerical/math errors). Students may **appeal, but their grade may go up or go down** based on a re-evaluation. Appeals must be made in writing via email within 7 days of students receiving the grade. Students must explain the appeal as best as possible. Appeals will not be considered if it is a verbal complaint. The instructor does not promise to change the grade but will consider the appeal carefully and fairly.
- Once the final course grading scale is set, it is set. Even if a student misses the next letter grade by one point, you will have my sympathy, but I will not make adjustments, please do not ask.

- 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 students earn.

1. **Special Week One Assignments (2% of total grade):** Before our first in-class meeting on Monday, August 26, you must complete the Special Week One Assignments, comprised of the syllabus quiz and signed acknowledgement as well as two MyLab Marketing assignments: Get Started with MyLab Marketing and How Dynamic Study Modules Work. All three assignments must be completed to access the remaining assignments in MyLab Marketing / Pearson. Both are due no later than **Sunday, August 25 at 11:59 PM**
2. **Exams (55% of total grade):** Two exams will be given throughout the semester: Exam 1 (chapters 1 – 9) is worth 25% of the student's final grade and Exam 2 (chapters 10 – 20) is worth 30% of the student's final grade. Exams will consist of multiple-choice, true/false and (potentially) open- ended questions. Exams are not cumulative. The exams will cover all material assigned but are focused on the lectures and textbook readings. Students should expect to be challenged. Exams take what students have learned and then one step further. Exams are less about memorization, and more about applying what has been discussed in lecture. Exams will be administered during class on the scheduled date in the course calendar (see below or course calendar). Second-language students may use a translation dictionary (approved by the instructor) during the exam, but they must notify the instructor by email (see email policy) one week prior that they are in need of a dictionary. See "Testing Policy for Exams" on page 3 for exam make-up policy.

Exams will be paper-based and will be taken in-person.

All exams must be taken in class at the scheduled time. Students need to be on time to all exams. Barring an EMERGENCY, you MUST be here on those dates otherwise you will receive a zero. Please note the exam dates now: Exam 1: **Monday, October 7** (normal class time); Exam : **Monday, December 9<sup>th</sup>** from 8 – 9:45 AM (8:25 AM section) or **Tuesday, December 10<sup>th</sup>** from 10:00 – 11:45 AM (10:00 AM section).

3. **Quizzes (20% of total grade):** There are five quizzes total. Students' lowest quiz score is dropped automatically in CarmenCanvas leaving four quizzes that will be worth 5% each of the total grade. Quizzes will have 30 multiple choice questions randomly chosen, placed in random order with randomized answers. No two students will take the same quiz. You can take the quizzes at any point in the assigned week, but, once you start the quiz, you will only have 45 minutes to complete it.

Quizzes must be taken with Honorlock enabled so please follow the instructions on Honorlock to ensure your computer is set-up correctly before starting the Quizzes.

Quizzes will be taken through CarmenCanvas (using Honorlock), not through Pearson MyLab.

To prepare for these quizzes, you may access *optional* "Practice Quizzes" for each chapter in Pearson MyLab. Practice quizzes are comprised of 25 MC questions that you may take up to 10 times. You will have 30 minutes to complete the practice quizzes, and your scores will NOT be imported into CarmenCanvas (in other words, these are for your preparation only). Practice quizzes for chapters 1 – 10 will be available until October 7; practice quizzes for chapters 11 – 20 will be available from October 7 through finals week.

4. **Pearson MyLab Assignments (15% of total grade):** Each assignment is worth 10 points and equally weighted to equate to the 15% of the total grade. The instructor will automatically drop the students' two lowest grades from the Pearson MyLab Assignments at the end of the semester in CarmenCanvas. Below are the various types of assignments students will see in the CarmenCanvas Course Modules each week.

All MyLab Assignments must be completed by accessing Pearson *through CarmenCanvas*. Do not log into Pearson's website separately or your grades will not be imported into the course.

- a. **Dynamic Study Module:** Students will be assigned a Dynamic Study Module for each chapter which is a great way to test your knowledge after reading the chapters or reviewing before the quizzes. These assignments continuously assess students' performance and provide additional practice in

the areas where they struggle the most. The modules promote fast learning and long-term retention of the course concepts.

- b. **Video Assignments:** The Video Assignments will require students to watch a video about a key concept from that chapter and answer a series of questions.
- c. **Mini Simulations:** The Mini Simulations will guide each student through the application of a relevant concept within that chapter. The Mini Simulations will clearly outline the learning objectives for the activity and students will make decisions and answer questions about the given scenario.
- d. **Marketing by the Numbers:** Marketing by Numbers gives students the opportunity to apply their analytical skills to relevant marketing scenarios and concepts. Students are assisted with the calculations through guided instructions.

- 5. **Attendance (5% of total grade):** Attendance is a graded component of this class and participation is key to being successful. Please see the Attendance Policy section on page 2 for the details and information.

Attendance will be gathered using the TopHat application in CarmenCanvas.

- 6. **Marketing Research Experience Program (MREP) (3% of total grade)**—you may also complete additional studies for **up to 2% EXTRA CREDIT** (more information about extra credit contained in paragraphs below).

In order to increase student exposure to marketing research, the Fisher College of Business requires the students taking introductory courses in Marketing (BUSML 3250 and BUSML 3150), to **complete SIX research credits** over the course of the semester by participating in the Marketing Research Experience Program. **Your six credits of MREP participation will be worth 3% of your class grade.**

Understanding and participating in research is a valuable way for you to receive first-hand experience with the type of research firms use to develop customer insights. In addition, your involvement in research will help faculty and graduate students at Fisher continue to develop state-of-the-art marketing thought, which is ultimately brought back into the classroom.

**You can earn your six (6) required MREP credits by participating in six half hour research studies. You can also earn EXTRA CREDIT by completing additional research studies!**

Sign up for experimental studies at

<http://fisher-osu.Sona-systems.com> (or scan the QR code to the right)



**The point of contact for questions/concerns about MREP studies/credits is not your instructor team!**

Please contact Julie Ryan, Fisher Behavioral Lab Manager ([ryan.1010@osu.edu](mailto:ryan.1010@osu.edu)) if you have questions!

#### How it Works

1. **Register online.** The Marketing Department uses a web-based system (Sona) to schedule and credit research study participation for the MREP program. Go here to access it: <http://fisher-osu.Sona-systems.com>
2. **Login.** Click on the “OSU ID login” link on the left side of the page. Proceed with OSU log in information.

3. **Choose Your Course BUSML 3250 (for majors) or BUSML 3150 (for minors) and Request Account.** Make sure to choose the correct section!
4. **Sign-up.** Click on **“Study sign-up.”** Studies start posting 1-2 weeks into semester, and email reminders will be sent too (emails will come from [fisher-osu-admin@Sona-systems.net](mailto:fisher-osu-admin@Sona-systems.net) so check junk/spam filters). Students can participate in any study, but only once per study. For many studies, you must be 18 years of age or older in order to participate, unless parental permission is included in the protocol applications approved by the OSU IRB. Therefore, if you are under 18, you should consult with the Fisher Behavioral Lab Manager to determine your availability for studies and to discuss whether you should choose the paper option (described later in this document).
5. **Participate.** Some studies may require you to sign up for a specific timeslot while others will allow you to take the study at a point before a clearly stated deadline. If you sign up for a specific timeslot, note the **date, time, location, and length of time** for the study. Follow instructions provided on the website.

### MREP Tips and Reminders

- **Be Early.** Be **5 minutes early** to the session. Sessions begin on time, and late arrivals cannot be admitted.
- **Don’t wait.** Sign up early! If you wait until the last month to do all six credits, then there won’t be enough studies for you.
- **Studies fill up quickly.** After registering online, students should check their email regularly for new studies.
- **Participate!** In fairness to other students, please make every possible effort to attend the studies if you have a specified timeslot. You can cancel sign-ups using the same website where you signed up if you find you are unable to attend.
- **Your MREP credits will not show up in your CarmenCanvas class until the end of the semester.** The instructor does not have access to students’ credits until the end of the semester. However, students can check their Sona account to see the credits they have earned through research studies at any time during the semester; credit for individual studies are posted on the Sona website shortly after the conclusion of the study. If students have questions about their MREP credits, email the Fisher Lab Manager directly ([ryan.1010@osu.edu](mailto:ryan.1010@osu.edu)). The Lab Manager will send your instructor the total number of MREP credits you earned at the end of the semester.
- **Location.** Studies can be both online and in-person, but most are in-person in the Fisher Behavioral Lab on the third floor of Mason Hall. Please arrive early and have a seat outside on the long bench. When the session is ready to begin, the researcher will open the door and take attendance.

**See the MREP FAQ page on CarmenCanvas for additional information.**

Please read the table below carefully. It establishes key guidelines, rules and details for each assignment.

	ALL Pearson MyLab Assignments	Online Quizzes	Exams
Open Book Assigned Textbook	Yes	No	No
Open Web, Text or Chat (Google, GroupMe, Quizlet etc.)	Yes	No	No
Time Limit	Unlimited	30 min	80 min
# of Attempts	1	1	1
Collaboration with Others	Yes	No	No

## Course Technology:

For IT help, contact the Ohio State IT Service Desk [ocio.osu.edu/help](https://ocio.osu.edu/help) [servicedesk@osu.edu](mailto: servicedesk@osu.edu)

1. Baseline technical skills for online courses.
  - Basic computer and web-browsing skills
  - Navigating CarmenCanvas: for questions about specific functionality, see the [CarmenCanvas Student Guide](#).
2. Required Technology Skills
  - [CarmenCanvasZoom virtual meetings](#)
3. Required Equipment
  - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
  - Webcam: built-in or external webcam, fully installed and tested
  - Microphone: built-in laptop or tablet mic or external microphone
  - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
4. Required Software.
  - [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
5. CarmenCanvas Access. You will need to use BuckeyePass multi-factor authentication to access your courses in CarmenCanvas. To ensure that you are able to connect to CarmenCanvas at all times, it is recommended that you take the following steps:
  - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
  - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
  - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.
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If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

## COURSE CALENDAR: BUSML 3250; AUTUMN 2024\*

Week	In-Person Meeting		Topic	Assignment/Reading DUE
	Date	Day		
1	n/a	n/a	Introduction to Class, Professor, Syllabus, Pearson MyLab	Assignments due Sunday, August 25: Syllabus Quiz / Acknowledgement; Get Started with MyLab Marketing; & How Dynamic Study Modules Work
<b>Defining Marketing and the Marketing Process / Understanding the Marketplace and Consumer Values</b>				
2	26-Aug	M	Creating Customer Value and Engagement; Partnering to Build Customer Engagement, Value, and relationships	Readings for Monday, August 26: Kotler, Armstrong, and Balasubramanian (K/A/B) Chs. 1 & 2 Assignments due Sunday, September 1: MyLab Assignments Ch. 1 & Ch. 2
	2-Sept	M	<b>Labor Day; No In-Class Meeting, but see Week 3 assignments below</b>	
3	n/a	n/a	<b>Labor Day Holiday. No In-Class Meeting;</b> Analyzing the Marketing Environment	Reading for week 3: K/A/B Ch. 3 Assignments due Sunday, September 8: MyLab Assignments Ch. 3
4	9-Sept	M	Managing Marketing Information to Gain Customer Insights	Reading for Monday, September 9: K/A/B Ch. 4 Assignments due Sunday, September 15: MyLab Assignments Ch. 4 & <b>Quiz 1</b> (chs. 1 – 4)
5	16-Sept	M	Consumer Markets and Buyer Behavior	Readings for Monday, September 16: K/A/B Chs. 5 & 6 Assignments due Sunday, September 22: MyLab Assignments Ch. 5 & Ch. 6
<b>Designing a Customer Value-Driven Strategy and Mix: The 4 Ps</b>				
6	23-Sept	M	Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	Reading for Monday, September 23: K/A/B Ch. 7 Assignments due Sunday, September 29: MyLab Assignments Ch. 7
7	30-Sept	M	<b>No In-Class Meeting; optional Zoom-based Exam 1 Q&amp;A Wednesday, October 2; 9 AM – 11 AM</b>	Readings for week 7: K/A/B Chs. 8 & 9 Assignments due Sunday, October 6: MyLab Assignments Chs. 8 & 9 and <b>Quiz 2</b> (ch. 5 – 8)
8	7-Oct	M	<b>Test 1</b> Pricing: Understanding and Capturing Customer Value	<b>Test 1 (Chs. 1 – 9) on Monday!</b> Reading for week 8: K/A/B Ch. 10 Assignments due Sunday, October 13: MyLab Assignments Ch. 10

## COURSE CALENDAR: BUSML 3250; AUTUMN 2024\*

<b>In-Person Meeting</b>				
Week	Date	Day	Topic	Assignment/Reading DUE
9	14-Oct	M	Pricing Strategies: Advanced Topics	Reading for Monday, October 14: K/A/B Ch. 11 Assignments due Sunday, October 20: MyLab Assignments Ch. 11
10	21-Oct	M	Marketing Channels: Delivering Customer Value	Reading for Monday, October 21: K/A/B Ch. 12 Assignments due Sunday, October 20: MyLab Assignments Ch. 12 & <b>Quiz 3</b> (Chs. 9 – 12)
11	28-Oct	M	Retailing and Wholesaling	Reading for Monday, October 28: K/A/B Ch. 13 Assignments due Sunday, November 3: MyLab Assignments Ch. 13
<b>Extending Marketing</b>				
12	4-Nov	M	Engaging Consumers and Communicating Customer Value: Integrated Marketing Communications Strategy; Advertising and Public Relations	Readings for Monday, November 4: K/A/B Chs. 14 & 15 Assignments due Sunday, November 10: MyLab Assignments Chs. 14 & 15
13	11-Nov	M	Personal Selling and Sales Promotion; Digital Marketing	Readings for Monday, November 4: K/A/B Chs. 16 & 17 Assignments due Sunday, November 17: MyLab Assignments Chs. 16 & 17 <b>Quiz 4</b> (chs. 13 – 16)
14	18-Nov	M	Creating Competitive Advantage; The Global Marketplace	Readings for Monday, November 18: K/A/B Chs. 18 & 19 Assignments due Sunday, November 24: MyLab Assignments Chs. 18 & 19
15	25-Nov	M	Sustainable Marketing: Social Responsibility and Ethics	Reading for Monday, November 25: K/A/B Ch. 20 Assignments due <u>Wednesday, December 4</u> : MyLab Assignments Ch. 20 & <b>Quiz 5</b> (chs. 17 – 20)
16	2-Dec	M	Catch up, recap, Exam 2 Q&A	
<b>FINAL EXAM (Chs. 10 – 20)</b>				
8:25 AM section: Monday, December 9 <sup>th</sup> from 8 – 9:45 AM				
10:00 AM section: Tuesday, December 10 <sup>th</sup> from 10:00 – 11:45 AM				