Course Overview

Throughout the semester, you will be presented the core concepts of marketing. After taking the course, whether or not you intend to specialize in this area, you should have a greater understanding of the contributions of marketing to an organization’s success. This course will also introduce you to the role of marketing in society and its influence on businesses operating in both national and international markets.

Course Objectives and Learning Outcomes

Upon completion of this course, the student will be able to:

1. Describe the core functions that constitute the marketing functions with an organization
2. Explain the marketing concept and its strategic implications to a market driven organization
3. Describe the core elements of a marketing plan
4. Explain the importance of customer behavior and the customer decision making process
5. Explain the importance of marketing research in the organizations decision making process and describe the steps involved in conducting a marketing research project
6. Explain the market segmentation process and describe the bases for segmenting business and consumer markets, selecting target markets and positioning strategies
7. Explain setting objectives and explain how to address those objectives using the marketing mix
8. Explain the importance of global marketing and describe the environment facing global marketers
9. Describe the similarities and differences in services versus product marketing
10. Describe the primary elements of ethical behavior and the use of corporate social responsibility

Course Prerequisites

Admission into the College of Business and Economics and BCOR 330 with a grade of D- or better is a prerequisite or a co-requisite for BCOR 350.

Required Course Materials


Connect Marketing: You can access and purchase Connect from the McGraw-Hill website (a link is provided on eCampus). This purchase includes an electronic copy of the textbook (listed above).

Computer Hardware and Software: All students must have Internet connectivity. Additional required material and assignments are available through Connect (which requires an updated Internet browser). Internet Explorer or Google Chrome are recommended.
MIX and WVU eCampus: You must activate and check your MIX and eCampus accounts regularly.

Performance Evaluation

Grading: Your final course grade will be determined by your performance on six quizzes, homework assignments, and one final project. The major grade components of BCOR 350 and their point values are listed below.

<table>
<thead>
<tr>
<th>Grading Component</th>
<th>Point Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (6)</td>
<td>300 points</td>
</tr>
<tr>
<td>Homework</td>
<td>110 points</td>
</tr>
<tr>
<td>Final Project</td>
<td>40 points</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>450 points</strong></td>
</tr>
</tbody>
</table>

Final grades will be based on the following distribution: A = 90-100%, B = 80-89.99%, C = 70-79.99%, D = 60-69.99%, and F = 59.99% or below. Grades will not be curved or rounded up. Do not ask me to “give” you points or extra credit to boost your grade at any point in the semester.

Quizzes: There will be one quiz per module (totaling 6 quizzes) covering the material outlined in the schedule. The quizzes will be open book and timed. You will only have one attempt to complete the quiz. Since each quiz is available for completion for multiple days, there are NO make-up quizzes. Your score will be posted automatically to eCampus after you submit your quiz. More detailed feedback will be provided after the due date.

Assignments: There is an assignment for each chapter. Hence, there will be three (3) homework assignments for each module. The homework assignments can be accessed through Connect. You will have two attempts to complete the assignment. The highest score will count toward your grade. The point allocation for the assignments is included in the course schedule. Your score will be posted automatically to eCampus after you submit your assignments.

Final Project: The final course project will be a presentation. An outline providing instructions for the presentation will be forthcoming; it will be posted on eCampus. The presentation will be graded on both content (application of course concepts, originality, accuracy) as well as the technical and style aspects of the presentation. A rubric outlining the expectations and grading will be provided on eCampus. The final project will be graded and your score posted on eCampus within 10 days.

Course Navigation

West Virginia University has chosen eCampus as the standard medium for the provision of online course instruction. eCampus provides the opportunity for you to access course material at the time that is most convenient for you within a defined window of opportunity. You may access eCampus from any location that permits you access to the Web. If you are not familiar with eCampus, click the “Getting Started” icon on the homepage of eCampus to learn how to navigate eCampus and how to use the tools.

How to Succeed in this Course

Because this is an online course, it requires self-directed study. You are responsible for covering the material outlined in the syllabus (see course schedule). You must proactively participate in the learning process by making choices about what to learn, how to learn, and how and when to apply this learning. Along with the freedom to set your own schedule comes the responsibility of using the textbook and me as resources.
To succeed in this course, you should:

- Pace yourself. Read a chapter per day, and complete one or two assignments per day. Do not wait until last minute to complete assignments.
- Read all the assigned chapters before completing the assignments and quizzes. Although the quizzes are open book, the time limitation will prevent you from looking up the answer to every question.
- It is recommended that you complete the work in the following order for each chapter: 1) read the chapter, 2) complete the chapter assignment, and 3) complete the (optional) LearnSmart Advantage Self Study (link on Connect under Resources).

The homework assignments cover key topics but everything in the text is fair game on the quizzes. LearnSmart Advantage, which is optional, will cover more material and help prepare you for the quizzes.

- Complete the homework assignments twice. The highest score will count toward your final grade.
- While you will have two (2) attempts to complete the homework assignments, you will only have one attempt to complete the quizzes. Prepare accordingly.
- Complete assignments, quizzes and the final course project by the due dates specified on the course scheduled outlined in this syllabus.

Getting Started

- Read the syllabus carefully (posted on eCampus).
- Log into eCampus. Read over the “Getting Started” materials.
- Register/purchase Connect (a link to Connect is provided in the “Getting Started” link in eCampus).
- Hit the ground running. Start working on Module 1’s assignments (see Module 1 folder under Assignments link in eCampus).

Discussion Boards
There will be a general discussion board on eCampus. Check the board often and: 1) respond to the questions asked by other students and/or 2) post a question that you have about the course. If you have a question about the course or course material, please visit the discussion board to see if another student has already asked the question. If not, please create a new discussion question and post it to eCampus for other students to respond. I will check the discussion board every 48 hours. For personal matters, please email me directly.

There may also be discussion questions posted throughout the course. Although your discussion posts are not factored into your grade for this course (i.e., not required), engaging in discussion with your classmates is strongly encouraged and will facilitate your learning of the material. The goal is to have a fun, interactive learning environment. Please adhere to proper netiquette (e.g., no derogatory comments, no use of profanity, etc.) when posting and/or responding to classmates’ posts.

Email Communication

Outside of office hours, my preferred method of communication is email. I aim to respond to email correspondences within 48 hours. I will often use email to communicate any information I have about the course. Therefore, it is important for you to have a MIX email account and check it regularly in order to receive the most updated information about this course.

Course Policies

Inclusivity Statement: The West Virginia University community is committed to creating and fostering a positive learning and working environment based on open communication, mutual respect, and inclusion. If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class, please advise me and make appropriate arrangements with the Office of Disability Services (304293-6700). For more information on West Virginia University's Diversity, Equity, and Inclusion initiatives, please see: [http://diversity.wvu.edu](http://diversity.wvu.edu).

Academic Dishonesty: The integrity of the classes offered by any academic institution solidifies the foundation of its mission and cannot be sacrificed to expediency, ignorance, or blatant fraud. Therefore, I will enforce rigorous standards of academic integrity in all aspects and assignments of this course. For the detailed policy of West Virginia University regarding the definitions of acts considered to fall under academic dishonesty and possible ensuing sanctions, please see the [WVU Policy on Student Academic Integrity](http://wvu.edu). Should you have any questions about possibly improper research citations or references, or any other activity that may be interpreted as an attempt at academic dishonesty, please see me before the assignment is due to discuss the matter.

Each student is expected to present his or her own work. All papers, examinations, and other assignments must be original or explicit acknowledgment must be given for the use of the other person's ideas or language. Examples of plagiarism as it might occur in term papers, research projects, and other written assignments are listed below.

1. Failure to use quotation marks: All work which is quoted directly from a source should be enclosed in quotation marks and followed by a proper reference giving the exact page or pages from which the quote is taken. Failure to use the quotation marks, even if a citation of the source is provided, is plagiarism.
2. Failure to document ideas: When a student uses one or more ideas from and/or paraphrases a source, he or she must give the exact page or pages from which the ideas or paraphrasing were taken. Failure to provide an exact reference is plagiarism.
3. False documentation: Falsifying or inventing sources or page references is plagiarism.
For more information regarding plagiarism, see the WVU Catalog: http://catalog.wvu.edu/undergraduate/coursecredittermsclassification/#academicintegritytext.

If there is suspicion that a student enrolled in the course has engaged in academic dishonesty or violated the Student Conduct Code, I will discuss the situation with the student(s) involved to determine whether cheating or plagiarism occurred. If there is evidence of the Student Conduct Code being violated, I will send the student(s) an email specifying the specific violation and the consequences of that violation.

1. Consequences of a violation may include one or more of the following:
   a. A grade of zero on the assignment/exam.
   b. A failing grade in the course.
   c. Other options that are deemed reasonable given the violation.

2. I will forward the evidence of the violation, along with a copy of the e-mail sent to the student, to the Office of Student Conduct.

If you have any questions regarding what constitutes plagiarism, or any other activity that may be interpreted as academic dishonesty, please contact me prior to submitting assignments.

Attendance: This course is an online course. As such, there is no residency associated with this course. There will be periodic opportunities to meet online (e.g., office hours) within the confines of the eCampus environment.

Late Assignments: No late assignments, quizzes, or papers will be accepted. Should outside commitments cause a problem in meeting a due date, contact the instructor in advance to arrange a resolution to the conflict.

Sale of Course Material: All course materials, including lectures, class notes, quizzes, exams, handouts, presentations, and other materials provided to students for this course are protected intellectual property. As such, the unauthorized purchase or sale of these materials may result in disciplinary sanctions under the Student Conduct Code.

Important Dates

Below are some important dates to keep in mind as you plan your semester activities and study schedule.

- Module 1 Assignments and Quiz: Due TBA
- Module 2 Assignments and Quiz: Due TBA
- Module 3 Assignments and Quiz: Due TBA
- Module 4 Assignments and Quiz: Due TBA
- Module 5 Assignments and Quiz: Due TBA
- Module 6 Assignments and Quiz: Due TBA

Course Schedule

<table>
<thead>
<tr>
<th>Module</th>
<th>Topics</th>
<th>Chapter Reading</th>
<th>Homework Due Dates</th>
</tr>
</thead>
</table>

5
<table>
<thead>
<tr>
<th>1</th>
<th>The Role of Marketing</th>
<th>1, 2, 4</th>
<th>4) LearnSmart 1, 2, 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Understanding the Marketplace</td>
<td>5, 6, 7</td>
<td>4) LearnSmart 4, 5, 6</td>
</tr>
<tr>
<td>3</td>
<td>Marketing Environment</td>
<td>9 pts</td>
<td>4) LearnSmart 7, 8, 9</td>
</tr>
<tr>
<td>4</td>
<td>Products and Branding</td>
<td>6 pts</td>
<td>4) LearnSmart 10, 11, 12</td>
</tr>
<tr>
<td>5</td>
<td>Value Capture and Delivery</td>
<td>14, 15, 16</td>
<td>4) LearnSmart 13, 14, 15</td>
</tr>
<tr>
<td></td>
<td>Value Communication</td>
<td>17, 18, 19</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---------------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>IMC (7 pts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Advertising and PR</td>
<td>(8 pts)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Sales (4 pts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>LearnSmart 16,17,18</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Due TBA.