

BCOR350 – MAYMESTER
Principles of Marketing
Summer 2022

Professor:	Dr. Jody L. Crosno Email: jlcrosno@mail.wvu.edu Zoom: https://wvu.zoom.us/j/3249612074
Office Hours:	As this course occurs during Maymester, office hours are by appointment. I am available via email or Zoom each day.

STUDENT RESPONSIBILITIES FOR SUCCESSFULLY COMPLETING AN ONLINE COURSE:

Because this is an online course, it requires self-directed study. You are responsible for covering the material outlined in the syllabus (also see course schedule on the last page of this syllabus). 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 organizing your time and adhering to a consistent study schedule to ensure that you are able to complete readings, assignments, and quizzes, and exam by the due dates noted in the syllabus.

OTHER RESPONSIBILITIES:

1. A secure, reliable internet connection is mandatory. This is especially true for assignments, quizzes, and the final exam. ***You have three (3) chances to take a quiz and two (2) chances to take the final exam.*** If you get disconnected taking a quiz or exam, you should find a more secure connection before attempting it the second (or third) time. There are no exceptions to this policy.
2. Students should plan on spending **10 hours** on each module. Each module contains readings, lectures, assignments, and a quiz. There is also a comprehensive final exam.
3. This is an online course with six (6) modules. You can work through the modules at your own pace. That said, due to the compressed nature of Maymester, you should complete a module every three (3) days. **All work must be completed by 11:59 p.m. on Friday, May 27.**
4. All communication is done by email. ***Students must check email every day.***

REQUIRED BOOKS/MATERIALS:

Principles of Marketing (Open Source) available at: <https://www.oercommons.org/courses/principles-of-marketing-4/view>

Other course materials must be accessed in eCampus.

LEARNING OUTCOMES:

At the conclusion of the course, students will be able to:

- (1) To understand, recognize and suggest applications of the marketing concept.
- (2) To identify implications of the marketing concept for the accounting, finance, research and development, purchasing, production, and personnel functions for marketing and service functions.
- (3) To evaluate the effects of the marketing concept on the firm, consumers, & society.

LEARNING OUTCOMES (CONT'D):

Specific Learning Objectives

- (1) Identify the basic elements of a marketing strategy.
- (2) Describe the environmental characteristics that influence strategic decisions.
- (3) Describe the methods for marketing planning, including business portfolio analysis and the BCG matrix.
- (4) Identify the components of the marketing environment.
- (5) Explain the types of competition marketer's face and the steps necessary for developing a competitive strategy.
- (6) Describe the ethical issues in marketing.
- (7) Define e-business and e-marketing and list its opportunities.
- (8) Explain business-to-consumer (B2C) e-marketing.
- (9) Describe some of the challenges associated with online marketing.
- (10) Define consumer behavior and describe the role it plays in marketing decisions.

GRADING:

GRADE COMPONENTS	Value
6 Quizzes @ 80 points each (20 questions @ 4 points each)	480
12 Assignments @ 30 points each	360
Final Exam (40 questions, comprehensive @ 4 points each)	160
TOTAL POINTS	1000

Final grades will be based on the following distribution:

Grade of "A" (*You have a **thorough understanding** of the subject—and throughout the semester you have displayed a **mastery** of the material.*) You must earn at least **92%** of total points. Plus score awarded for perfect score; a minus awarded for those students earning 90.0-91.19%.

Grade of "B" (*You have a **good understanding** of the subject as evidenced consistently in class.*) You must earn at least **82%** of total points. Plus scores awarded for 88.0-89.9%. Minus scores awarded for 80.0-81.9%

Grade of "C" (*You have a **solid overall understanding** of the subject.*) You must earn at least **72%** of total points. Plus scores awarded for 78.0-79.9%. Minus scores awarded for 70.0-71.9%

Grade of "D" (*You **know more** about the subject than before you started the class.*) To avoid failing the course, you will need to earn at least **62%** of the total possible points. Plus scores awarded for 68.0-69.9%. Minus scores awarded for 60.0-61.9%.

Students are responsible for verifying that all their assignment grades are posted.

OTHER INFORMATION:

Social Justice. West Virginia University is committed to social justice. I concur with that commitment and expect to maintain a positive learning environment based upon open communication, mutual respect, and non-discrimination. Our University does not discriminate

on the basis of race, sex, age, disability, veteran status, religion, sexual orientation, color or national origin. Any suggestions as to how to further such a positive and open environment in this class will be appreciated and given serious consideration.

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 (293-6700).

Flexibility. A tentative schedule for the entire semester is included in this syllabus. Although much thought was put into the course schedule listed in the syllabus, the schedule is tentative and subject to change as necessary because of the availability of support materials and adaptation to specific needs of the class. Occasional departures from the schedule, such as additional readings, assignments, and activities, may be announced in class during the semester. Such announcements will take priority over the printed schedule. It is the student's responsibility to check email. That is my primary means of communication.

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 Student Conduct Code <https://provost.wvu.edu/governance/academic-standards-resources/academic-integrity-policy>.

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 due date.

COURSE SCHEDULE/DUE DATES

Suggested Due Date*

(All dates are "soft" except for the last due date of May 27)

	Deliverable
11:59 p.m., May 12	Module 1 Read Module 1, 2 & 7 in text View Lectures 1 & 2 Complete Assignment 1 Complete Assignment 2 Complete Quiz 1
11:59 p.m., May 15	Module 2 Read Module 3 & 6 in text View Lectures 3 & 4 Complete Assignment 3 Complete Assignment 4 Complete Quiz 2
11:59 p.m., May 18	Module 3 Read Module 8, 9 & 10 in text View Lectures 5 & 6 Complete Assignment 5 Complete Assignment 6 Complete Quiz 3
11:59 p.m., May 21	Module 4 Read Module 13 in text View Lectures 7-10 Complete Assignment 7 Complete Assignment 8 Complete Quiz 4
11:59 p.m., May 24	Module 5 Read Module 11 & 12 in text View Lectures 11 & 12 Complete Assignment 9 Complete Assignment 10 Complete Quiz 5
11:59 p.m., May 27	Module 6 Read Modules 5 & 14 in text View Lectures 13 & 14 Complete Assignment 11 Complete Assignment 12 Complete Quiz 6
11:59 p.m., May 27	Must complete final exam by 11:59 on Friday May 27