

**BUS 321
Marketing**

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**Required Text: Principles of Marketing. Kotler and Armstrong, 10th edition
Prentice-Hall ISBN: 0-13-101861-2**

Objectives:

All of us learn differently, but one of the most common complaints that students have about formal education is that they don't understand how the theory in the text relates to the 'real' world environments. My objective is to help you create this link. I have found that one of the most effective ways to achieve this goal is for students to be involved in tasks that help them to relate the theory to the 'real' world.

I also do not believe in 'testing' students knowledge by giving exams. My philosophy is that your life does not come with a multiple choice exam on Friday afternoons! Your success in the work environment depends upon your abilities to use the information that you have learned, modify this information and apply it to the situations that you are presented with. In business and especially in marketing no two situations are going to be solved in the same way. It is necessary to understand what the situation is and then seek out the best way to solve it.

Assignments:

Individual company papers: Utilizing your imagination you will create a company and products that illustrate this function. Each week, in conjunction with the related chapters from the text, students will expand their companies and their products until at the end of the term a functioning company will have been created. I suggest that you look to a retail type of business instead of a wholesale or intermediary type of company. Also, from experience I have found that students have difficulty working with an internet/computer based company. I realize that many students are in the computer field but it makes it more difficult to relate the text to the company in these cases. Your company can be a service for in most cases instead of the output being a product you are providing a service. If you choose to do a service remember that there are few truly service based companies anymore for most companies combine products with their services. If you would like to touch base with me about your company before you get too far into the first paper just let me know and I will give you feedback.

This is your opportunity to let your creativity run wild and look into starting that company that you have thought about!!

Approximately every two weeks students will submit their company papers. These papers will consist of the development of their companies including the required chapters theory. It is important that students support their decisions with direct reference to issues discussed in the chapters. Within these papers, only the chapters indicated should be included, it is not necessary to include information from the previous chapters unless it directly relates to the development of the current paper.

These papers will vary in length depending on the company being developed as well as the chapters that are being covered. You are free to choose the format that you wish to create these papers around. I do ask you not to address issues in 'bullet' form as this does not give me a clear view of your understanding of the issues being addressed and it does not allow you to explain 'why' you are addressing the issue the way that you are.

Develop a presentation style that is comfortable for you. I will give you feedback on your first assignment if I believe that you should modify your style. In most cases I do not do this. I believe that as long as you are successfully covering the issues that the style that you use is up to you.

Submission: All individual company papers should be submitted by e-mail to the above e-mail address in Word format. Please attach these files to your e-mail. All assignments are due by 8.00 a.m. on the dates indicated. I will then review your work, give you feedback within the body of the work including a grade and send it back to you.

Please, also note that it is my policy to e-mail you back when I have received your work and that I have been able to print it. If you do not receive an acknowledgment back from me within 24 hours please contact me to ensure that I have received your work.

Cases: In groups, students will prepare and present a case during the semester. In addition, these same groups will analyze and evaluate another case. The case presentations should include a brief overview of the chapter, the case and how and why the case relates to the chapter. The analysis should address the depth and completeness of the presented case, as well any suggestions that the group has as to issues that were not presented and should have been.

Submission: These cases will be posted in the forum on the network by the group presenting the case. The group analyzing the case will then post their critique of the case by 8 a.m. the following Sunday.

I suggest that all students read both the case presentations and the analysis. I have tried to focus on cases for chapters that you are more difficult for students to address in their individual companies. I am not requiring students to read and comment on the cases but would encourage them to do so. This helps give feedback to the groups presenting and analyzing as well as helping students to further learn about other issues in marketing and how companies approach them.

Please note that due to the nature of this course, late work can not be accepted. If you are not able to submit your work on the due date you need to turn it in PRIOR to the date due. I can not make exceptions.

Grading:

Company (15 chapters x 25)	375
Case	100
Analysis of Case	<u>100</u>
Total	<u>575</u>

I grade on a 90, 80, 70, 60 format.