

# BUSML 3250 Principles of Marketing

## Spring 2019 Section: Regionals

*Instructor:* Dr. Joseph Goodman [goodman.425@osu.edu](mailto:goodman.425@osu.edu) *Office:* Fisher 542 *skype:* josephkgoodman










*Office Hours:* Mon 4-5pm, Tues 10-12am, or by appointment. Chat available via Carmen Chat or Skype.

*TAs:* Vimal Gopinathan [gopinathan.3@osu.edu](mailto:gopinathan.3@osu.edu) Fisher 050 Mon 4:30-6:30pm or by appt (questions about grades)  
Conor Lewis [lewis.2381@osu.edu](mailto:lewis.2381@osu.edu) Fisher 050 Tues 1-2pm, Thurs 2-4pm or by appt (questions about MyLab)




**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

	% of Grade	Open Book?	Work Type
Signed Syllabus by 2 <sup>nd</sup> week	1%	Yes	O 
Dynamic Study Mod. (DSM) <sup>1</sup>	7%	Yes	O 
Videos (Vid) <sup>1</sup>	6%	Yes	N 
Simulations (Sim) <sup>1</sup>	6%	Yes	N 
Quizzes <sup>1</sup>	8%	Yes	N 
2 Exams <sup>2</sup>	40%	No	N 
Final Exam <sup>2</sup>	30%	No	N 
Feedback Surveys	2%	No	N 
extra credit <sup>3</sup>	max 5%	NA	N 

#### 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.

<sup>1</sup> Lowest grade(s) dropped

<sup>2</sup> Exams must average > 50% to pass class, regardless of performance on other components.

<sup>3</sup> Up to 5% of extra credit available (see details below)

### 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 consists of two hours of video lecture every Tuesday (posted on Canvas)**. 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 MyMarketingLab (via Pearson website), which you will access through Canvas (details below).

### COURSE MATERIALS

<b>Required</b>	<b>1. Principles of Marketing</b> by Kotler & Armstrong, 17 <sup>th</sup> ed (textbook or eText) <b>2. Access to MyMarketingLab (MyLab)</b> website
<b>Optional</b>	Printed text (printed text is not required if you have the eText)

There are multiple ways to purchase the Text and MyMarketingLab Access. Here are a few. It's your choice.

Options	Canvas	Bookstore	Amazon	MyLab Access	eText	Print Text Upgrade	ISBN
1. MyLab <b>Only</b>	\$60	NA		included	no	+\$53 via Pearson	-
2. MyLab & eText	\$99.95	\$124	\$72	included	included	+\$53 via Pearson	9780134518282
3. MyLab & Loose-leaf print text	\$159.95	\$216	\$157	included	included	included	9780134642321
4. MyLab & Bound textbook	NA	\$302	\$193	included	included	unnecessary	9780134642314

\*Note: Amazon & web prices may change. Loose-leaf print text from Pearson is \$53 with free shipping takes 3-4 days.

### 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 percentage to earn each grade. I do not round up or down.

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
	93%*	90%*	87%	83%	80%	77%	73%	70%	67%	60%	0%

**\*To earn an A or A-: You must complete all the material in the course** (except for dropped grades) AND earn the minimum required percent. For example, if you earned 92%, but did not complete all the MyLab assignments, then you will earn a B+. I *do not* require you complete them *on time*. You just need to complete it.

- 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. 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. 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. Dynamic Study Modules (DSM). 7%:** Averaged, lowest grade dropped. DSMs are interactive assignments via MyLab. Through several questions, the assignment identifies concepts that you have mastered and those that still need your attention. The program then reports to you the concepts that you still need to study. Even if you miss questions, you can continue to work on them until you get them all correct and earn full credit. The more effort, the more points you will earn. If you cheat, then you won't know what you need to study for the exam, and you'll be at a big disadvantage. I encourage you to do DSMs before we discuss them in class, but they're not technically "due" until the next class after lecture.

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. Videos (Vid). 6%:** Averaged, lowest grade dropped. Each chapter has one video (followed by a few questions).

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. Simulations (Sim). 6%:** Averaged, lowest grade dropped. Each chapter has one simulation.

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.	Yes. 5 attempts.	No. This is an individual assignment.

**4. Quizzes. 8%:** Averaged, lowest grade dropped. Complete these after reading the text, viewing lecture, and completing the other assignments (DSM, V, & S). Not every student will get the same questions. Questions are randomly chosen in random order with randomized answers.

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.	10 minutes	No. You only get one chance to take these assignments.	No. This is an individual assignment.

**4. Exams. 30% final, 20% other exams.** 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 planned 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 (provided) during the exam.

Open Book?	Open Web?	Time Limit?	Repeated Attempts?	Collaborate?
No	No	55 min, 55 min, 75 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 & Number.** 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 must return all exam materials. You may not copy or photograph exam materials. Copying exam materials will be considered copyright infringement and will be reported to COAM. If you have any questions about these procedures, just ask. I am happy to answer any questions.

### CLASS POLICIES, CANVAS, & COURSE SLIDES

- o **Electronics:** You may use phones, tablets, and computers, but I highly discourage it. Research (see the science below<sup>1</sup>) shows that (1) we learn better without electronics, (2) we benefit from taking hand-written notes, and (3) electronics hinder learning of those seated around you. For more on the science behind this decision. If your usage disrupts the class or others around you, I will ask you to leave the classroom.
- o **Slides:** Slides for each in-class lecture will be posted on Canvas 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 mandatory for the first day. 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 all other days, attendance is not mandatory (and I do not need to know when you cannot attend). It is your choice. Students in the online section are welcome to attend class 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.
- o **No Assignment Extensions:** There are no extensions to assignments or quizzes. However, I do drop 4 of your lowest grades (1 DSM, 1 V, 1 S, and 1 quiz).
- o **Technical Difficulties:** If you have a technical issue with MyLab that prevents you from completing an assignment, **you MUST contact MyLab support first (via 800-677-6337, email, or the web [http://www.mymktlab.com/Student\\_Support](http://www.mymktlab.com/Student_Support)) and email your response to the TA before it is due.** If the assignment is late, we may accept it, depending on Pearson’s responses. This **only applies to technical issues** that are caused by MyLab (not individual computer issues). For individual CPU issues, just use a different computer (i.e., go to the lab, library, ask a friend). **Canvas and BuckeyeMail:** I 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 your official OSU email.**

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Dynarski, S. (2017). Laptops are great. But not during a lecture or a meeting. *The New York Times*, November.

Mueller, P. A. & Oppenheimer, D. M. (2014). The pen is mightier than the keyboard: Advantages of longhand over laptop note taking. *Psychological Science*, 25, 1-10.

Carter, S. P., Greenberg, K. & Walker, M. S. (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, 118-32.

## **TIPS FOR SUCCESS**

- **Stay ahead.** There are many assignments in this course and you can easily get behind. Don't wait until the night before to do all the homework. I encourage you to do DSMs before we discuss them in class, but they're not due until the next class after lecture.
- **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 – REGIONAL SECTIONS ONLY**

You may earn **up to 5% extra credit** by completing **(A) Tickets** and/or **(B) participating in research studies**.

**(A) Tickets:** (only available to regional sections) 2 points = 1% (e.g., 10 points will earn 5% toward your grade).

1. **What:** Find a current event (business news or political story, product promotion, new product, pricing change, etc) and write how it relates to something that we've been discussing recently in class. Be as specific as possible. Some questions to think about: What principle is this an example of? Is it a good example? A bad example? Would you do something differently?
2. **Details:** Post to Canvas discussion board. 300 words or less (half a page). Provide a link, if possible, to the story/event/promotion/commercial
3. **Points:** Earn up to 2 points per post. Partial credit is possible. You can do more than one (10 points max). Points will post to Canvas.
4. **Ideas:** If you're struggling for ideas, check out the Wall Street Journal, Bloomberg Businessweek, New York Times Business Section, or watch some commercials. But I'm open to anything—just relate it to marketing.

**(B) 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. 1 point = .5% (e.g., 10 points will earn 5% toward your grade).

### **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 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 Canvas** so it matches the gradebook!
4. **Sign-up for a Study.** Click on “**Study sign-up**”. Studies start posting 2-3 weeks into 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.** Arrive **5 minutes early** to your session. Sessions begin on 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 Canvas 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](mailto:marshall.669@osu.edu).**

## COURSE CALENDAR

*\*I encourage you to do DSM's before we discuss them in class, but they're not due until the next class.*

**Classes are recorded on Monday night (see dates below) and posted the following Tuesday on Canvas. If you are in Columbus, you are welcome to join any class, Mondays 7:05-8:55pm in Schoenbaum 105)**

Class	Month	Day	Material Covered in Class	Assignment Due Before Class
<i>Section 1: Defining Marketing and Understanding the Marketplace</i>				
1	Jan	8	Intro and Academic Integrity ( <b>Video Conferenced Class--Go to your regional campus room</b> ) Ch1 Creating Customer Value	Register for MyMarketing Lab
	Jan	14	<i>MLK Day -- No Class</i>	
2	Jan	21	Ch2 Marketing Strategy: Intro Ch3 Marketing Environment	Signed Syllabus (Sign & Upload to Canvas) Ch 1 DSM, Vid, Sim, & Quiz
3	Jan	28	Ch4 Marketing Research Ch5 Consumer Behavior	Ch 2 & 3 DSMs, Vids, Sims, & Quizzes
4	Feb	4	Ch6 Business Buyer Behavior Guest Speaker	Ch 4 & 5 DSMs, Vids, Sims, & Quizzes
5	Feb	12	<b>***EXAM 1*** (over Ch 1-6)</b> <b>Your Regional Computer Lab, 5:30-6:50pm</b>	Ch 6 DSM, Vid, Sim, & Quiz
6	Feb	18	Ch7 STP (Customer-Driven Marketing Strat) Guest Speaker	
<i>Section 2: The Marketing Mix: Products &amp; Pricing</i>				
7	Feb	25	Ch8 Product: Products, Services, Brands Ch9 Product: New Products & P Life Cycle	Ch 7 DSM, Vid, Sim, & Quiz Course Feedback Survey 1
8	Mar	4	Ch10 Pricing: Fundamentals Ch11 Pricing: Strategies	Ch 8 & 9 DSMs, Vids, Sims, & Quizzes
	Mar	11	<i>Spring Break -- No Class</i>	
9	Mar	18	Ch12 Place: Channels & Value Ch13 Place: Retailing & Wholesaling	Ch 10 11 DSMs, Vids, Sims, & Quizzes (no Sim for Ch10, 2 Sims for Ch11)
10	Mar	26	<b>***EXAM 2*** (over Ch 7-13)***</b> <b>Your Regional Computer Lab, 5:30-6:50pm</b>	Ch 12 & 13 DSMs, Vids, Sims, & Quizzes
11	Apr	1	Ch14 Promotion: IMC Guest Speaker	
12	Apr	8	Ch15 Promotion: Advertising & PR Ch16 Promotion: Pers. Selling & Sales Mgmt.	Ch 14 DSM, Vid, Sim, & Quiz
13	Apr	15	Ch17 Promotion: Direct, Online, Social Media Ch18 Marketing Strategy: Competit. Advantage	Ch 15 & 16 DSMs, Vids, Sims, & Quizzes
14	Apr	22	Ch19 Global Marketplace Ch20 Sustainability, Social Resp., & Ethics	Ch 17 & 18 DSMs, Vids, Sim, & Quizzes (no Sim for Ch 18)
	Apr	29	<i>No Class but course feedback due</i>	Ch 19 & Ch 20 DSMs only Course Feedback Survey 2
	Apr	30	<b>***FINAL EXAM*** (comprehensive)</b> <b>Your Regional Computer Lab, 5:30-6:50pm</b> <b>Tuesday April 30th</b>	

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

## 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.**

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**Name (Print)**

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**Signature**

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**Date**

Please read, sign, date, and upload a copy to Canvas within the first week of class. Failure to sign the syllabus will lead to a drop from the course and/or a failing grade.

**READ, SIGN, DATE, AND UPLOAD TO CANVAS  
WITHIN ONE WEEK OF FIRST CLASS.**