BSNS 253
Principles of Marketing

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Required Text:

Purpose of Course:
An overview study of marketing which introduces the student to the dynamics of the
marketplace and the processes used to successfully develop and deliver goods and services to
meet market needs. A philosophy of management by the "marketing concept" is fostered.
Specific topics include the role of marketing in business and society, consumer analysis, market
evaluation and segmentation, the marketing mix and marketing decision making.

Course Objectives:
1. To give students an overview of marketing and provide a general framework for
   studying the field of marketing.
2. To demonstrate how the field of marketing is relevant to each of us as students and
   consumers.
3. To illustrate the marketing concept, including its basic components, development, and
   implementation.
4. To discuss the role of ethics and social responsibility in marketing decision making.
5. To analyze the stages of the consumer buying decision process and discuss the
   personal, psychological and social influences on the consumer decision making
   process.
6. To provide an overview of strategic marketing management and describe in
   general what a marketing strategy is.
7. To examine the four basic marketing management tasks: target market selection,
   marketing mix development, market environment analysis, and the management of
   marketing activities.
8. To give an overview of the process of marketing plan development.

Computer Applications:
Students will be required to complete a group project using a variety of computer
software. Students will also be required to complete their homework assignments using word
processing and spreadsheet software when necessary.
Integration of Faith:

Since this is a marketing course, issues of faith will regularly occur. There will be several cases in which integrity of character will be called into question, and ethical issues will be discussed in detail. We will attempt to derive solutions that are both ethical and practical as these issues present themselves.

We will also apply those issues in the way this class is organized. We will assume that students have a high level of integrity, that they will work hard, and that they will do their best regardless of what is called for.

Attendance Policy:

A student will be allowed to miss up to four classes without a penalty (or a total of nine with academic leniency). If a student misses more than the prescribed amount, he or she will receive a zero for their class participation grade. In addition, quizzes or in-class work missed on a day when a student misses class may not be made up. Attendance will be taken each day.

Student Responsibilities:

There will be five examinations, each covering approximately one-fifth of the material for the semester. There will also be a comprehensive final exam. Please see the course calendar for the times of these exams. All exams will be multiple choice format. No make up exams will be allowed.

There will also be a group project assigned by the instructor. The project paper will be 20-30 pages, double spaced. In addition, your group will give a 20-30 minute presentation. Groups will be determined during the first week of class and one class session will be devoted to discussion of the details of the project. ATTENDANCE IS REQUIRED ON PRESENTATION DAYS! YOU WILL LOSE 10 POINTS OFF YOUR OWN SCORE ON THIS PROJECT IF YOU ARE ABSENT ON ONE OF THESE DAYS.

You will be required to participate in the discussion of the day, and to give input to further the understanding of your classmates. Class participation will be determined by the instructor, and a progress report will be given at midterm and toward the end of the semester as to your grade in this part of the course.

Throughout this course, we will be doing what I call "Market Research." This entails looking for ads, billboards, or articles that give you a reason to look twice. I want you to think about why the marketers are doing what they are doing, and how it impacts you, the consumer. Also, look for articles in current periodicals that discuss all of this information. You will also be required to keep a regular journal of market research. This will be collected on the class days that we review exams and will be worth up to 20 points each time for a total of 100 points. Late sections will not be accepted.
Please refer to the following approximate totals for grading:

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<tr>
<th>Component</th>
<th>Points</th>
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<tr>
<td>Examinations</td>
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<td>Final</td>
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<tr>
<td>Group Project</td>
<td>200</td>
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<tr>
<td>Market Research Journals</td>
<td>100</td>
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<tr>
<td>Class Participation</td>
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<tr>
<td>In class assignments/Quizzes</td>
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<td><strong>Total</strong></td>
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GRADING SCALE:

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