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### Fall 2023 --- Corvallis, OR

**BA 223 -B01 Principles of Marketing 26038 Four Credits / Face to Face**

# Monday and Wednesday 11:30-1:20pm Corvallis – Chinook Hall, Room 111

**Instructor: Lynn Marsh**

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**Email:**  [marshl@linnbenton.edu](mailto:marshl@linnbenton.edu) Emails need to be sent within a reasonable timeframe allowing reasonable time for faculty response.

**How to get to Moodle:** [Student Moodle Orientation Video](http://bit.ly/moodleorientationvideo)

**How to get Email set up:** [Here is the college page on student email.](https://www.linnbenton.edu/current-students/involvement/lbcc-student-email/)

**Where to go for Tech Help:** [Student Help Desk](https://www.linnbenton.edu/student-services/library-tutoring-testing/library/help-desk.php) **Please do not wait until the end of the course when it might be too late to address problems.**

**Office Hours:** Will be **available in CH 204E Workstation A (Chinook** Hall) after class from 1:20-2:20 on Monday and Wednesday.

Outside of office hours: You may send me an email anytime, and I will try to respond within 24 hours excluding weekends (i.e., if you send me an email on a Friday you may not receive a response until Monday). **Please include BA 223 on the subject line whenever you email me about this class.**

**The same Zoom link will be used for all**: <https://linnbenton.zoom.us/j/3639762854>

**Prerequisites: None -** . While it would be beneficial if you’ve already succeeded in Intro to Business (BA101A), you can be successful even if you have little prior experience in business.

**Course Description (CRN 26038)**

Provides a general survey of the nature, significance and scope of marketing. Emphasizes customers (marketing analysis and strategy); business marketing decisions in promotion, distribution and pricing; and control of marketing programs.

This four-credit course provides an overview and understanding of modern marketing, promotion and public relations. We’re going to discuss selling Products. Services. Ideas. We’ll learn how by building your knowledge of marketing basics and putting to work the business skills you’ve already developed

*Note: Students who don’t complete the Week 1 assignments may be dropped by the instructor.*

**Course Schedule**

11:30 AM - 1:20 PM Monday and Wednesday at the Chinook Hall in Room 111

**Course Outcomes**

Through their work in this course students will be able to:

* Employ the basics of marketing, from identifying audience, market segments and value propositions, to product development and research, marketing strategies and advertising/public relations.
* Recognize consumer behavior and demand, and be able to prepare and execute a marketing solution.
* Master business marketing tools necessary to execute a marketing plan for a client, including social media.
* Identify trends and new developments in business and use soft skills and marketing techniques to adapt to market demands.
* Compile a portfolio of work that can be shared with colleagues, network connections and future clients and employers.

**Texts**

* **“The New Rules of Marketing & PR” (Eighth Edition)** by David Meerman Scott (Required) -- *See LBCC Library Ebook link on Moodle. Hard copies available at the Campus Store.*
* **“Principles of Marketing”** Ebook produced by the University of Minnesota Libraries Publishing. *See link on Moodle.*

**About the Instructor**

I have extensive business experience including working with Senior Management in developing product and business strategies.

My master’s degree, however, is in Business Administration. I have more than 30 years of experience with billion-dollar corporations as well as with start-up and turn-around organizations. I’m glad to be a resource for ideas, insights and contacts as you move ahead in your education or business endeavors.

We will also benefit from extensive LBCC experience in marketing in all forms, including The Commuter, LBCC’s award-winning student newspaper.

**Office hours:** We can meet before and after class, Chinook Hall in Room 111, or send me an email and we’ll set a time to connect. **I will be happy to accommodate your schedule via phone call or ZOOM , if possible. I attempt to reserve evenings after 6pm and Sunday for personal commitments. Email for Phone or Zoom Appt outside of office hours: marshl@linnbenton.edu**

**Grading**

* **Class Participation** (~100 points )
* **Marketing Presence -Blog /Press Release** (~150 points)
* **Weekly Marketing Quiz** (~70 points)
* **Marketing Project (SWOT/Target Marketing)** (~250 points)
* **Topical Assignments** ( 200 points)
* **Portfolio -Cover Letter and Online LinkedIn Profile** (~100 points)
* **Final Exam/Project** (~130 points)
* A – 90 to 100 percent – Excellent Work
* B – 80 to 89 percent – Good work
* C – 70 to 79 percent - Average work
* D – 60 to 69 percent – Poor Work
* F – 59 percent and below – Failing Work

***Total possible points -- 1000***

## Failure to complete Assignment: Failure to complete any assignment on the specified date will result in a 0 grade. Extensions on deadlines will be based on Accommodations and any other issues should be discussed with the instructor IN ADVANCE.

**Topical Written Assignments** (200 points)

These assignments will help students become more aware of business and marketing marketing issues facing organizations. These assignments give students the chance to apply what they are learning about marketing to a real-life situations that interests them, and to share the results.

**Marketing Presence Blog Project /Press Release** (150 points) -- Students will create an online public presence / business. Students will address / apply queries posted on Moodle and based on trending course subjects. As needed students are urged to use Godaddy.com for websites and blogspot as the platform for their blog, though WordPress or another platform can be used.

Your grade will be based on a variety of factors, including grammar and spelling (remember, these reflect on your abilities as a marketer); content that goes beyond a casual observation, providing useful insights to readers; along with elements such as photos and videos (*Properly attributed and permitted, of course!)*.

We also will create a **News Release** fashioned for a local business or organization. This assignment will incorporate all the elements of a standard News Release, one of the primary tools of the modern public relations professional.

**Weekly Quizzes** (~70 points) -- Throughout the term students will complete a 10-question quiz based on that week’s course subjects. The quizzes, are intended as a way to focus student attention on the relevant course subjects. They will include material from our textbooks, speakers, current events, class discussions and the syllabus.

**Marketing Project (SWOT/Target Marketing)** (250 points) -- Students will work on a marketing project consisting primarily of a SWOT Analysis and a Target Marketing Strategy. Students will examine a real-life business or organization and compile various data about the business, then use that data to devise an innovative and creative marketing campaign to serve customers and build sales, awareness or reputation.

## Final Exam/Project (130 points) -- Exams provide students a chance to exhibit what they learned this term and how you can apply it in business settings. Tests will be in-class during scheduled class time.

**Participation** (100 points) -- You should show up for each class ready to discuss the assigned readings or other activities and be prepared to participate. The Participation score each week of the term is worth 10 points..

**Portfolio - Cover Letter and online LinkedIn Profile Project** (100 points -) -- One of the things that we will work on during the term is marketing you through your online resume on LinkedIn.com and a Cover Letter. We will craft cover letters that will not only get the attention of your audience but also impress your boss or a potential new employer.

**Social Media --** We will use various social media which may include: Twitter, LinkedIn, Instagram and/or Facebook during the term to keep up with current events, learn about things going on in marketing and share what we are working on in class.

You will benefit from following those who can expand your knowledge of business and marketing (e.g. David Meerman Scott, Seth Godin, Gary Vaynerchuk, Dave Kerpen). Students may also experiment with other forms of social media, including YouTube and Snapchat.

**Moodle --** We will utilize LBCC’s online learning system for a variety of functions. By logging onto Moodle you can access your grades, quizzes, the syllabus, and other useful information.

To get started, log on to LBCC's eLearning site at [**moodle.linnbenton.edu**](http://moodle.linnbenton.edu).

**Written Assignments will be evaluated on the basis of Original Thinking, Writing and Analysis**

**Original Thinking:**

To avoid deduction: Remember it is important to not merely include copied material. Follow the 80/20 Rule when writing – 80% your contribution / 20% from outside sources. ALWAYS provide reference for copied material. **Ideas**:

* **present reasons for or against a topic in a persuasive fashion,**
* **sharing your personal experiences that relate to the topic**

**Writing:**

* **Organization format, Grammar, Mechanics, Style - 30% of assignment =**

Degree to which**w**riting gives attention to details and presentation of points. Format used enhances understanding of material presented. Unity leads the reader to the writer’s conclusion and the format and information could be used independently.

Degree to whichwriting is free of all spelling, punctuation, and grammatical errors and written in a style that enhances the reader's ability to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented to encourage and enhance understanding of the content

* **Content  Development – Critical Thinking-- 70% of assignment =**

Degree to whichall required questions are addressed with in-depth consideration reflecting both proper use of content terminology and additional original thought. Additional concepts clearly presented from properly cited sources, or originated by the author following logic and reasoning they’ve presented through the writing.

Degree to which**c**ontent indicates synthesis of ideas, in-depth analysis and evidence beyond the questions or requirements asked. Original thought supports the topic, and is clearly a well-constructed response to the questions asked. The evidence presented makes a compelling case for any conclusions drawn.

**Course Outline and Assignments**

**NOTE: *This syllabus may be revised by the instructor as needed****.*

**Week 1 –** **W/E 10/1: Welcome and Introduction**

Welcome to Marketing – Ch 1 Don’t be boring; Safe is risky …

New Rules of Marketing & PR  Introduction and Chs. 1

Ch 2 - Principles of Marketing ebook

**Week 2 – W/E 10/8: Strategic Market Planning and Marketing Research**

“The New Rules of Marketing & PR,” Chs. 2 and 3

Ch 2 - Principles of Marketing ebook

Last day to drop 10/2

**Week 3 – W/E 10/15: Consumer Behavior**

“The New Rules of Marketing & PR,” Chs. 4-6 and start Ch 13

**Week 4 – W/E 10/22: Your Portfolio**

“The New Rules of Marketing & PR,” Chs. 7-9 and complete Ch 13

**Week 5 – W/E 10/29: Target Marketing Strategy**

“The New Rules of Marketing & PR,” Chs. 10-12

**Week 6 – W/E 11/5: Advertising, Promotion and Public Relations**

“The New Rules of Marketing & PR,” Chs. 17-19

**Week 7 – W/E 11/12: Marketing the Product, Service or Idea**

“The New Rules of Marketing & PR,” Chs. 14-16

Veterans Day 11/ 10

Last Day to Withdraw with “W”

**Week 8 – W/E 11/19: Delivering Value Ch 20-22**

“The New Rules of Marketing & PR,” Chs. 14-16

**Week 9 – W/E 11/26: Marketing in Action**

November 23 - November 24, 2023- ThanksGiving

**Week 10 – W/E 12/3: Presentations, Blog, Website**

**Week 11 - Finals Week - Term ends 12/8**

**DISCLOSURES**

**Veterans & Military:**

Veterans and active-duty military personnel (including reservists) with special circumstances are encouraged to communicate these, in advance if possible, to the instructor.

**Syllabus:**

This syllabus is a guide and not a contract. It may change during the term as I attempt to provide the most useful learning experience possible. If things do not make sense, please contact me. As changes are made, I will announce them through Moodle or during class, as appropriate. **Not reading the syllabus or not keeping up to date on changes does not constitute a valid excuse for missing a change or deadline.**

**STUDENT RESOURCES**

**Center for Accessibility Resources:**

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in this class, please contact your instructor as soon as possible to discuss your needs. If you think you may be eligible for accommodations but are not yet registered with CFAR, please contact Accessibility Resources at 541-917-4789 or [accessibility@linnbenton.edu](mailto:accessibility@linnbenton.edu) at least three business days in advance. LBCC does not discriminate based on any protected status in its programs or activities. For more information, visit [linnbenton.edu/nondiscrimination](https://www.linnbenton.edu/about-lbcc/administration/policies/equal-opportunity.php).

**Personal Health & Well-Being Services:**

LBCC advisors support your life balance to achieve your goals and overcome obstacles. Counseling and mental health support is available through LBCC’s Advising Center. For a comprehensive list of services and contacts go to <https://www.linnbenton.edu/student-services/advising/well-being.php>. You may also contact the center via email at [onlineac@linnbenton.edu](mailto:onlineac@linnbenton.edu), or call (541) 917-4780. **This phone number is also LBCC’s mental health crisis line.**

**Technology Services & Resources:**

TheStudent Help Desk at the LBCC Libraryassists students with most computer software-related issues and other technology problems or questions, from login problems related to LBCC’s online systems to questions about course-related instructional software. You may also check out a laptop computer to use during the term.

For a comprehensive list of available services and resources, go to <https://www.linnbenton.edu/student-services/library-tutoring-testing/library/help-desk.php>. You may also contact the help desk at [**student.helpdesk@linnbenton.edu**](mailto:student.helpdesk@linnbenton.edu), text (541) 704-7001, or call (541) 917-4630.

To obtain your free Microsoft Office 365 software go to the library weblink and select the [**Microsoft Office 365**](https://libhelp.linnbenton.edu/subjects/guide.php?subject=shd#tab-3) link.

**Tutoring:**

Tutoring is available via TutorTrac through The Learning Center at LBCC. Go to <https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/tutoring/index.php> or email The Learning Center at [**learningcenterinfo@linnbenton.edu**](mailto:learningcenterinfo@linnbenton.edu).

**Learner Support:** The following are resources dedicated to help students succeed. All of the following are available remotely. Please reach out if you are struggling in any of your classes:

* [Writing Support](https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/writing-support/index.php)
* [Math Support](https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/math-support.php)
* [Academic Coaching](https://www.linnbenton.edu/student-services/library-tutoring-testing/learning-center/academic-coaching/index.php)
* [First Resort](https://www.linnbenton.edu/student-services/first-resort.php)
* [Student Help Desk](https://www.linnbenton.edu/student-services/library-tutoring-testing/library/help-desk.php)
* [Advising Center and Counseling Services](https://www.linnbenton.edu/student-services/advising/index.php)
* [Library Services](https://library.linnbenton.edu/home)
* [International Student Office](https://www.linnbenton.edu/tuition-and-admission/incoming-international/index.php)

**The Writing Center**

An excellent resource available to students is the Writing Center, where they can get help organizing, developing and revising written assignments. The Writing Center offers one-on-one writing support for any student, in any class, and at any stage in the writing process. Writing Center services are available over Zoom, on a drop-in basis and by appointment. Students can also submit work to the Online Writing Lab and receive written feedback via email. Go to [www.linnbenton.edu/writing-center](http://www.linnbenton.edu/writing-center) to learn more.

**COLLEGE POLICIES**

**LBCC EMAIL AND COURSE COMMUNICATION**

You are responsible for all communications sent via Moodle and to your LBCC email account. You are required to use your LBCC provided email account for all email communications at the College. You may access your LBCC student email account through Student Email and your Moodle account

**STATEMENT OF INCLUSION / CULTURAL RICHNESS**

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

**LBCC COMPREHENSIVE STATEMENT OF NONDISCRIMINATION**

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, gender, gender identity, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. For further information see Board Policy 1015 in our [Board Policies and Administrative Rules](https://www.linnbenton.edu/about-lbcc/administration/policies/board-policies-and-administrative-rules/index.php). Title II, Title IX (employee cases), & Section 504: Scott Rolen, Director of Human Resource Development and Support, CC-108, 541-917-4425; Title IX (student cases): Jill Childress, Manager for Student Conduct and Retention, WH-215, 541-917-4806, LBCC, Albany, Oregon.

If you feel you have been discriminated against in any interaction at Linn-Benton Community College, or have been harassed by another person while at LBCC, or wish to report any concern or complaint, please navigate to this page to make a report: [linnbenton.edu/report-it](https://www.linnbenton.edu/about-lbcc/departments-and-contacts/report-an-issue/index.php). This and additional information can be found at <https://www.linnbenton.edu/about-lbcc/administration/policies/equal-opportunity.php>.

**TITLE IX REPORTING POLICY**

If you or another student are the victim of any form of sexual misconduct (including dating/domestic violence, stalking, sexual harassment), or any form of gender discrimination, LBCC can assist you. You can [report](https://www.linnbenton.edu/about-lbcc/departments-and-contacts/report-an-issue/index.php) a violation of our sexual misconduct policy directly to our Title IX Coordinator.  You may also report the issue to a faculty member, who is required to notify the Coordinator, or you may make an appointment to speak confidentially to our Advising and Career Center by calling 541-917-4780.

**Public Safety/**[**Emergency Resources**](http://www.linnbenton.edu/public-safety-emergency-planning)**:**

In an emergency, call 911. Also, call [LBCC Public Safety and Loss Prevention Office](https://www.linnbenton.edu/about-lbcc/college-services/safety/safety-and-well-being.php) at [541-926-6855](about:blank) and [541-917-4440](about:blank).

From any LBCC phone, you may alternatively dial extension 411 or 4440. LBCC has a public safety app available for free. We encourage people to download it to their cell phones. Public Safety also is the home for LBCC's Lost & Found. They provide escorts for safety when needed. Visit them to learn more.

**Class Policies**

**Attendance-** is monitored, therefore, students are strongly encouraged to attend. Attending class has a number of benefits for students, including building community and rapport with your instructor and classmates, getting opportunities to ask questions, obtaining clarification on assignments, boosting participation and building engagement.

**Deadlines** – You will be given deadlines for turning in all of your assignments. **Failure to turn in assignments on the specified dates will result in a 0 grade for that assignment.** Extensions on deadlines will be based on Accommodations and any other issues should be discussed with the instructor IN ADVANCE. The deadline to turn in assignments is typically midnight on Sunday of each week.

However, the instructor understands that “life happens” and students may have other commitments that prevent them from attending and / or submitting assignments on time from time to time. Therefore, **30 points is added** to each student to compensate for a missed quiz, class meeting, and / or error in grading.

**Behavior and Expectations -** You are held accountable to the [Student Code of Conduct](https://www.linnbenton.edu/about-lbcc/administration/policies/student-rights-responsibilities-and-conduct.php), which outlines expectations pertaining to academic honesty (including cheating and plagiarism), classroom conduct, and general conduct.

***Plagiarism -*** Do your own work! Claiming someone else’s work as your own or using information or ideas without proper attribution can lead to your failing an assignment or the class. Attribution is required whenever you use sources, especially ones on the Internet. **Resist the urge to simply copy and paste!**

If you feel funny about using the help of a resource or another student because it feels like cheating, it probably is. So don’t do it! You signed up for this class because you wanted to learn about Marketing, so what’s the point of cheating anyway .

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Students at LBCC are expected to behave honestly. Acts of academic dishonesty, including plagiarism or cheating, are serious offenses. An instructor has the right to issue an “F” grade for the course when a student has cheated or plagiarized. Faculty are required to speak with the student, giving notice of the reason for the grade, and allow the student to be heard prior to a final decision. Faculty are also responsible for reporting all acts of dishonesty to the Dean of Student Development.

**Basic Needs Beyond the Classroom -Roadrunner Resources:**

The Roadrunner Resource Center is here to help remove barriers that might prevent you from staying in school. Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course The Center connects you to community resources to assist and/or provide funding. Go to the [Roadrunner Resources](https://tracking.vocus.io/link?id=3180ed7d-c050-4c22-b827-6ee2236a4ea5&url=https%3A%2F%2Fwww.linnbenton.edu%2Fstudent-services%2Fother-resources%2Froadrunner-resource-center.php) website or call (541) 917-4877.

, is urged to contact the **Roadrunner Resource Center** for support ([www.linnbenton.edu/student-services/other-resources/roadrunner-resource-center.php](http://www.linnbenton.edu/student-services/other-resources/roadrunner-resource-center.php)). That office can help students get connected to resources to help. Notify the instructor if you are comfortable in doing so. This will enable them to provide any resources that they may possess.

**If you withdraw from class**

Students who are unable to successfully complete the course should withdraw prior to the end of the 7th week of class. For more information on withdrawing, including refund dates, see [www.linnbenton.edu/about-lbcc/administration/student-right-to-know.php](http://www.linnbenton.edu/about-lbcc/administration/student-right-to-know.php).

**Technology Recommendations**

LBCC wants students to be as prepared as possible by encouraging them to obtain the equipment they need to be successful. See the recommended list of equipment below. Students who cannot afford these resources can contact the [Roadrunner Resource Center](https://www.linnbenton.edu/student-services/other-resources/roadrunner-resource-center.php) about funding and other options.

## Standard equipment recommendation:

* Broadband internet
* A computer with 256g SSD, 8G RAM, i5 6th gen processor (or equivalent functionality)
* Device with a camera, microphone and speaker
* Students can consult [Standard Recommendation 1](https://www.staples.com/dell-inspiron-3583-15-6-touchscreen-laptop-intel-i5-8265u-8gb-memory-256gb-ssd-windows-10-home-i3583-5763blk-pus/product_24445031?cid=PS:GooglePLAs:24445031&ci_src=17588969&ci_sku=24445031&KPID=24445031&gclid=CjwKCAjwte71BRBCEiwAU_V9hwwsGNQ5YSQLN16s0dzJASz2mFegpShFz4tCb_2gp78MxE9ap1lo6hoC7RgQAvD_BwE) or [Standard Recommendation 2](https://store.hp.com/us/en/pdp/hp-laptop-15t-7df84av-1?intel=10gi5&jumpid=cs_con_nc_ns&utm_medium=cs&utm_source=ga&utm_campaign=INT_CONS_9-10G_HGM_BR-DT&utm_content=sp&adid=390170928372&addisttype=gpla&7DF84AV_1&gclid=CjwKCAjwte71BRBCEiwAU_V9h32I5Pvm7QQUrdHFMSQPLvKE1B_FErTwgITfZqsFLHJxp7D4JJf56xoCDeYQAvD_BwE&gclsrc=aw.ds) if they are looking for a product recommendation.

**Keys to Success in BA 223**

**The #1 key to success is to do the work.** **Also:**

* Read each assigned chapter before attempting assignments.
* Check your email and Moodle daily. Check assignment due dates daily.
* Begin the homework assignments ahead of the due dates. WILL NOT EXTEND DUE DATES DUE TO TECH ISSUES .
* Grades are not curved.
* Late assignments are not accepted as Homework is reviewed in class.
* Make-up and extra credit work is not offered.
* Do not send assignments via email.
* Carefully check homework assignments before finalizing
* **Utilize all tools**. There is a plethora of study modules, tutorials, videos, etc
* **DO NOT FALL BEHIND.** Ask questions if a concept or process is still not clear after checking resources.

**CHANGES TO THE SYLLABUS.**

**I reserve the right to change the contents of this syllabus due to unforeseen circumstances. You will be given notice of relevant changes in class, through a Moodle Announcement, or through LBCC e-mail**

**Not reading the syllabus or not keeping up to date on changes does not constitute a valid excuse for missing a change or deadline.**