

**Linn-Benton Community College Spring 2023
Benton Center Corvallis, OR**

BA 223 -02 Principles of Marketing 42416

Three Credits / Face to Face Benton Center, Chinook Hall in Room 111

Instructor: **Lynn Marsh**
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Course Description (CRN 42416)

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. While it would be beneficial if you've already succeeded in Introduction to Business (BA101A), you can be successful even if you have little prior experience in business.

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

Course Schedule

5:30 PM - 7:20 PM Monday and Wednesday at the Benton Center, 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 Benton Center, 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 Project /Press Release** (~220 points)
 - **Weekly Marketing Quiz** (~70 points)
 - **Marketing Project (SWOT/Target Marketing)** (~200 points)
 - **Topical Assignments** (14 x 15=210 points)
 - **Portfolio -Cover Letter and Online LinkedIn Profile** (~100 points)
 - **Final Exam/Project** (~100 points)
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- A – 90 to 100 percent
 - B – 80 to 89 percent
 - C – 70 to 79 percent
 - D – 60 to 69 percent
 - F – 59 percent and below

Total possible points -- 1000

Topical Written Assignments / Marketing In the News (210 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 Project /Press Release (220 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) (200 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 (100 points) -- Exams provide students a chance to exhibit what they learned this term and how you can apply it in business settings.

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.

Attendance and Deadlines

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.

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.

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, or**

Writing:

- **Organization format, Grammar, Mechanics, Style - 30% of assignment =**
Degree to which writing 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 which writing 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 which all 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 content 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 4/9: Welcome and Introduction

Welcome to Marketing – Ch 1 Don't be boring; Safe is risky ...

New Rules of Marketing & PR Introduction and Chs. 1-3 (pp. 1-58) "The Old Rules" through "Reaching Your Buyers Directly"

Ch 2 - Principles of Marketing ebook

Week 2 – W/E 4/16: Strategic Market Planning and Marketing Research

"The New Rules of Marketing & PR," Chs. 4-6 "Social Media" through "Audio and Video Drive Action"

Week 3 – W/E 4/23: Consumer Behavior

"The New Rules of Marketing & PR," Chs. 7-9 "The Content-rich Website" through "Artificial Intelligence and Machine Learning" Marketing yourself! Putting your best foot forward ...

Week 4 – W/E 4/30: Your Portfolio

"The New Rules of Marketing & PR," Chs. 10-14 "Building Your Marketing & PR"

Week 5 – W/E 5/7: Target Marketing Strategy

"The New Rules of Marketing & PR," Chs. 18-20 "News Releases" through "Reaching the Media"

Ch 2 - Principles of Marketing ebook

Week 6 – W/E 5/14: Advertising, Promotion and Public Relations

"The New Rules of Marketing & PR," Chs. 15-17 "Blogging to Reach Your Buyers" through "Video and Podcasting Made Easy"

Week 7 – W/E 5/21: Marketing the Product, Service or Idea

"The New Rules of Marketing & PR," Chs. 21-23 "Newsjacking" through "Make It Happen"

Week 8 – W/E 5/28: Delivering Value

Week 9 – W/E 6/4: Marketing in Action

Week 10 – W/E 6/11: Presentations, Blog, Website

Finals Week

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 visit the [CFAR Website](#) for steps on how to apply for services. Online course accommodations may be different than those for on-campus courses, so it is important that you make contact with CFAR as soon as possible.

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, or call (541) 917-4780. **This phone number is also LBCC's mental health crisis line.**

Technology Services & Resources:

The Student Help Desk at the LBCC Library assists 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, 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](#) 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.

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](#)
- [Math Support](#)
- [Academic Coaching](#)
- [First Resort](#)
- [Student Help Desk](#)
- [Advising Center and Counseling Services](#)
- [Library Services](#)
- [International Student Office](#)

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 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](#). 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. 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](#) 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](#):

In an emergency, call 911. Also, call LBCC Campus Security/Public Safety at 541-926-6855 and 541-917-4440. 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.

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](#) 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). 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.

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](#) 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 microphone and speaker
- Device with a camera
- Students can consult [Standard Recommendation 1](#) or [Standard Recommendation 2](#) if they are looking for a product recommendation.

Minimum equipment recommendation:

- A wifi hotspot
- A computer with 128g SSD, 4G RAM, i3 6th gen processor (or equivalent functionality)
- Device with a microphone and speaker
- Device with a camera
- Students can consult [Minimum Requirement 1](#) 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.

