

BA223 - Principles of Marketing Winter 2018 Syllabus

Instructor: **Rob Priewe**

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Course Description (CRN 32871)

This four-credit course provides an overview and understanding of modern marketing, promotion and public relations. We're going to sell stuff! 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 (BA101), I'm willing to bank on your enthusiasm even if you have little prior experience in business.

Course Schedule

10:30 a.m. to 12:20 p.m. Tuesday and Thursday at the Benton Center, Room BC-225 (Computer lab).

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

- **"Purple Cow: Transform Your Business by Being Remarkable"** by Seth Godin (Required) *Copy on reserve at LBCC Library.*
- **"Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver"** by Dave Kerpen (Required) *Copy on reserve at LBCC Library.*
- **"Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World"** by Gary Vaynerchuk (Required) *Copy on reserve at LBCC Library.*
- **"Principles of Marketing"** (Required) ebook online produced by the University of Minnesota Libraries Publishing. *Link on Moodle.*

About the Instructor

In addition to my passion for marketing in all forms, you'll discover my expertise in journalism, where I've focused most of my career. I teach journalism classes at LBCC and I serve as the adviser to The Commuter, our school's award-winning newspaper and online information source.

My master's degree, however, is in marketing, public relations and business strategy. I have more than 20 years of experience in business, where marketing was a reality of everyday work. So I'm glad to be a resource for ideas, insights and contacts as you move ahead in your education or business endeavors.

Office hours: We can arrange to meet up before and after class on Tuesday and Thursday, or find me in my Albany campus office, NSH-114, most days until 5 p.m. If you prefer, just send me an email and we'll set a time to meet.

Grading

- **Weekly Marketing Blog Forum and Other Assignments** (100 points)
 - **Weekly Marketing Quiz (drop lowest)** (50 points)
 - **Marketing Plan Project** (100 points)
 - **Final Exam** (100 points)
 - **Participation** (50 points)
 - **Marketing Case Study** (25 points)
 - **Portfolio** (50 points - Cover Letter and online LinkedIn profile)
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- A – 90 to 100 percent (427 or more points)
 - B – 80 to 89 percent (380 to 426 points)
 - C – 70 to 79 percent (332 to 379 points)
 - D – 60 to 69 percent (285 to 331 points)
 - F – 59 percent and below (284 points and below)

Total possible points -- 475

Weekly Marketing Assignments/Blog Forum (100 points) -- Students will create an online public blog where they share interesting leads they discover about marketing and business. They also will answer weekly queries posted on Moodle and based on a course subject that is trending. In addition to adding various components to your blog (e.g. personal biography, blogroll, archives), you are encouraged to post other writing and commentaries related to the course. *Here's also one way you can earn extra credit!*

Students are urged to use Blogger as the platform for their blog, though WordPress or another platform can be used. You can find links to the blogs of all the students in this class at "Rob's Class Blog" -- **robpriewe.blogspot.com**

Your Forum 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 insight to readers; along with elements such as photos and videos (*Properly attributed and permitted, of course!*).

Other assignments include a Cover Letter, a Data Project for your Marketing Plan, as well as a draft of your Marketing Plan, your Marketing Plan Presentation to class and the Client Evaluation.

Weekly Quiz (30 to 70 points) -- Throughout the term students will get a 10-question quiz based on that week's course subject. These are "open book" quizzes, meaning students can use any resources they like (e.g. the internet, textbooks) with the exception of their classmates. *This is not a "crowdsourcing" activity.* The quizzes are intended as a way to focus your attention on the relevant course subjects and see what you already know and don't know. Quizzes generally will be posted after class on Tuesday, and must be completed before the start of class Thursday. *The lowest quiz score is dropped.*

Marketing Plan Project (100 points) -- Throughout the term you will work on a "real" marketing plan that will be "delivered" to your client during the term. With a **partner**, you will work to build on the plan throughout the term using the tools that we learn from week to week (e.g. market research, SWOT analysis, social media marketing). You will create this plan in Google Docs in order to provide 24/7 access to your teammate as well as the instructor. You will present your plan to the class at the end of the term.

Final Exam (100 points) -- This comprehensive essay exam will give you a chance to write about what you learned this term and how you can apply it in business settings moving forward. Most likely, the questions will be posted at the conclusion of our last class meeting and you will submit your exam via email to the instructor.

Participation (50 points) -- You should show up for each class ready to discuss the assigned readings or other activities and be prepared to participate. For the Participation score, each week of the term is worth 5 points. Keep in mind, *you must be present to win!*

Marketing Case Study (25 points) -- Students will make a short presentation to the class, analyzing a current marketing and branding approach in the news by a company or organization trying to build sales or support for a cause. As part of this assignment, students also will post what they learn on their personal marketing blog.

Portfolio (50 points - Cover Letter and online LinkedIn profile) -- One of the first things that we will begin work on early in the term is marketing you! Your Portfolio will consist of your online resume at LinkedIn.com and a Cover Letter. Besides a letter seeking employment or a promotion, we likely will craft a letter to your client outlining the marketing plan you have created, along with a letter soliciting further work as a marketing genius!

Other Stuff

Deadlines Matter! – You will be given deadlines for turning in all of your assignments. *Failure*

to turn in assignments on the specified dates may result in a reduction of at least one letter grade. Extensions on deadlines must be discussed with the instructor IN ADVANCE to avoid this penalty.

Twitter/Instagram/Facebook -- We will use various social media (e.g. Twitter, Instagram, Facebook) during the term to keep up with current events, learn about things going on in the world of marketing and let people know what we are working on in class. Go ahead and sign up for an account on Twitter, Instagram and/or Facebook during the first week. Then start following those who can expand your knowledge of business and marketing (e.g. Seth Godin, Gary Vaynerchuk and Dave Kerpen). Students also are encouraged to experiment with other forms of social media, including LinkedIn and Snapchat.

Moodle -- We will utilize LBCC's online learning system for a variety functions. By logging on to Moodle you can access your grades, quizzes, the syllabus, marketing leads and other useful information. To get started, log on to LBCC's eLearning site at elearning.linnbenton.edu.

Course Outline and Assignments

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

Week 1 – Jan. 9-11: Welcome and Introduction

- **Read “Purple Cow,” pages 1-16**
- **Read “Likeable Business,” Introduction**
- **Read “Jab, Jab, Jab, Right Hook,” Introduction**
- Tuesday: Welcome to Marketing -- Don't be boring; Safe is risky; Design rules now; Very good *is bad* ...
- Thursday: The Value Proposition; Create Marketing Blog and first Marketing Blog Forum Post due Friday.

Week 2 – Jan. 16-18: Strategic Market Planning

- **Read “Purple Cow,” pages 16-75**
- **Read “Likeable Business,” Ch. 1 “Listening”**
- **Read “Jab, Jab, Jab, Right Hook,” Round 1 “The Setup”**
- Tuesday:
- Thursday: **Quiz due before class**; Introducing the Marketing Plan; Marketing Blog Forum Post due Friday

Week 3 – Jan. 23-25: Marketing Research

- **Read “Purple Cow,” pages 75-125**
- **Read “Likeable Business,” Ch. 2 “Storytelling”**
- **Read “Jab, Jab, Jab, Right Hook,” Round 2 “Great Content and Compelling Stories”**
- Tuesday: Why research matters
- Thursday: Quiz due before class; Share lists: 10 things I already know about our Marketing Client, and 10 things we need to learn (due Friday)

Week 4 – Jan. 30-Feb. 1: Consumer Behavior

- Read “Purple Cow,” pages 125-165
- Read “Likeable Business,” Ch. 3 “Authenticity”
- Read “Jab, Jab, Jab, Right Hook,” Round 3 “Storytell on Facebook”
- Tuesday: Consumer Behavior
- Thursday: Quiz due before class; Cover Letter/Confirmation Letter due Friday: Send to Marketing Client and cc: Rob.

Week 5 – Feb. 6-8: Target Marketing

- Read “Purple Cow,” pages 167-200
- Read “Likeable Business,” Ch. 4 “Transparency”
- Read “Jab, Jab, Jab, Right Hook,” Round 4 “Listen Well on Twitter”
- Tuesday: Target Marketing; Quiz
- Thursday: Quiz due before class; Data Tool Assignment

Week 6 – Feb. 13-15: Managing/Marketing the Product

- Read “Likeable Business,” Chs. 5-6 “Team Playing” and “Responsiveness”
- Read “Jab, Jab, Jab, Right Hook,” Rounds 5-6 “Glam It Up on Pinterest” and “Create Art on Instagram”
- Tuesday:
- Thursday: Quiz due before class; First Draft of Marketing Plan due

Week 7 – Feb. 20-22: Advertising, Promotion and Public Relations

- Read “Likeable Business,” Chs. 7-8 “Adaptability” and “Passion”
- Read “Jab, Jab, Jab, Right Hook,” Rounds 7-8 “Get Animated on Tumblr” and “Opportunities in Emerging Markets”
- Tuesday: The basics of advertising, promotion and PR
- Thursday: Quiz due before class; Guest Speaker; Writing the Press Release (due Friday)

Week 8 – Feb. 27-March 1: Delivering Value

- Present Marketing Plan to Client
- Finish “Likeable Business,” Chs. 9-11 “Surprise and Delight,” “Simplicity,” “Gratefulness” and “Conclusion”
- Finish “Jab, Jab, Jab, Right Hook,” Rounds 9-12 “Effort,” “All Companies Are Media Companies” and “Knockout”
- Tuesday: Direct marketing and delivering on the value proposition
- Thursday: Quiz due before class; Finishing up Marketing Plan; LinkedIn profile

Week 9 – March 6-8: Your Portfolio

- Tuesday: Marketing yourself! Putting your best foot forward ...
- Thursday: **Marketing Plan due; Portfolio due** (Cover Letter and LinkedIn Profile)

Week 10 – March 13-15: Marketing Plan Presentations

- Tuesday: **Marketing Plan Presentations; Review for Final, which is due at 9:30 a.m.**

Tuesday, March 20.

- Thursday: **Marketing Plan Presentations**

Finals Week -- Marketing Plan Presentations and Class Wrap-up

- Tuesday, March 20, 9:30 to 11:20 a.m.: **Marketing Plan Presentations** and Class Evaluation

Statements of Inclusion and Nondiscrimination

The LBCC community is enriched by diversity. Everyone has the right to think, learn and work together in an environment of respect, tolerance and goodwill. We will work toward creating a community without prejudice, intimidation or discrimination. (*Related to Board Policy #1015*)

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age or any other status protected under applicable federal, state or local laws.

Cultural Richness at LBCC

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 nurturing the development of culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

Seven Positive Expectations:

Students at LBCC:

1. Take responsibility for learning material, participating in class activities, advocating for their needs and knowing the rules of the educational environment.
2. Follow the direction of faculty and staff, including providing information and identification when requested.
3. Respect the learning environment within the classroom and follow safety guidelines.
4. Maintain honesty and integrity in all work, communication and interactions.
5. Properly use college equipment, computers and facilities, including timely return of loaned equipment/materials.
6. Follow all college regulations, including those posted in special labs and classrooms, such as rules governing electronic devices.
7. Follow state and federal laws.

For more information see the "Student Right to Know" section of the LBCC website.

The Writing Center

LBCC's Writing Center is an excellent resource where you can get help organizing, developing and revising written assignments. The Writing Center is in the Learning Center on the second floor of Willamette Hall. It is open from 9 a.m. to 4:30 p.m. Monday through Friday. For more information, call 541-917-4708 or see www.linnbenton.edu/writing-center.

Note: You can earn extra credit on your assignments if you use the Writing Center to help organize, write and edit those assignments. To earn extra credit, be sure to have the Writing Center staff note that you worked with one of the staffers.

Late Assignments, Incompletes and Special Needs

- Any assigned coursework with a fixed deadline that is not turned in on time may be reduced at least one letter grade.
- Students who don't show up for all classes the first week will be dropped from the class.
- "I" grades (incompletes) will not be granted.
- Students who have medical conditions affecting their performance in class, documented disabilities, or special needs should contact the instructor and/or the Center for Accessibility Resources (541-917-4789) during the first week of the term.

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/admissions/withdraw-deadlines.

A Word About 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 the Internet. *Resist the urge to copy and paste!*

Plagiarism is subject to disciplinary action as described in LBCC's guide on Student Rights, Responsibilities and Conduct, which is available online at the linnbenton.edu.

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