



BRIDGEWATER STATE UNIVERSITY

MGMT 200 Marketing Principles

SEMESTER: June 21 – June 28, SUMMER 2021

INSTRUCTOR: Dr. Kathleen Ferris-Costa

Location: Online

OFFICE HOURS: By appointment

EMAIL: kferriscosta@bridgew.edu

REQUIRED **M: Marketing 7th Edition**

TEXT: by Dhruv Grewal (Author), Michael Levy (Author)

ISBN: 9781264091607

**YOU NEED TO PURCHASE
CONNECT ACCESS
(which includes e-book)**

****Purchase access through Blackboard course site**



COURSE DESCRIPTION:

This course provides an overview of marketing concepts and practices. This is a very 'fast-paced' comprehensive course. You will be doing 15 weeks of regular semester work in a 4- week timeframe. You are assigned 4 chapters a week.

Students are exposed to strategic planning, ethics and social responsibilities, determining target markets, consumer behavior, product and brand development, marketing channels and supply chain management, personal selling and sales management, pricing, and marketing on the internet. This class will be fast-paced, involvement-oriented, and should provide you with a strong foundation and appreciation of the importance of marketing in business and society.

COURSE LEARNING OBJECTIVE:

- Identify the marketing functions of an organization through a survey of the history of marketing from its inception as distribution through the modern marketing concept.
- Describe:
 - o the elements of the marketing mix (product, price, place and promotion).
 - o the impact of external legal, political, sociological and technological forces upon the marketing manager.
 - o the structure and placement of the marketing organization.

COURSE REQUIREMENTS:

- This section is 100% on the web, meaning the entire class will be conducted on the Internet/Blackboard (BB).
- The course will not 'meet' online at a particular time during which you would have to be online. Rather, students in the course will complete assignments that will be due on certain dates, will do their reading in their own time, and will take weekly quizzes online between **Sunday at 12 AM and Saturday at 12 Midnight (US Eastern Standard Time)**. This is the **ONLY** time you can complete the weekly quizzes.
- There is a forum on the BB Discussion Board to post questions/concerns about the course. Please select this area first to raise questions. When you post questions here, the responses should be helpful to you as well as others in your online course.
- Don't forget you can always use alternative, more traditional ways of asking me private questions or discussion concerns you have about the course. The best and most reliable way to reach me is through the Discussion Board; the next option is email (kferriscosta@bridgew.edu). I answer email several times a day, weekends included.
- This class assumes that you know how to use the Internet, Blackboard and Connect. If you need assistance with Blackboard, you can contact the IT Support Help Desk at 508-531-2555. If you need assistance with Connect, information is listed under

the CONNECT Resource tab in Blackboard. Do NOT direct your BB and Connect questions to me, since I do not have the same view as students.

- This syllabus and the course's BB site will outline what you need to know to take this course. **PLEASE READ ALL MATERIAL CAREFULLY.** In a traditional course, students usually find they don't need to read written material carefully because they have many face-to-face opportunities to ask the Professor questions. While you can, of course, raise questions on BB or email me questions any time, it is more time-consuming to do so. Therefore, I must emphasize to you, and re-emphasize, to read ALL written materials CAREFULLY AND THOROUGHLY and you will generally find your answer there.

MCGRAW-HILL CONNECT

- **Overview and Setting Expectations:** McGraw-Hill's Connect is a web-based assignment and assessment solution required for this course. Connect is designed to assist you with your coursework based on your needs. As outlined in this syllabus, interactive presentations will make up a {25%} portion of your overall course grade.
- **Access:** Please access the CONNECT Resources tab in BB. For this course, you will need to purchase access to CONNECT resources which INCLUDES the eBook.
- **Registration:** Click the "How to Register for Connect" link within the CONNECT Resources BB link.
- **Support & Tips:** If you have any issues while registering or using Connect, please contact McGraw-Hill's CARE team through <http://www.mhhe.com/support> . To avoid problems related to unexpected technical issues, you are advised not to wait until the last moment to complete assignments. Please review your "[Student Quick Tips](#)" link in BB for further support.
- You will need to contact [McGraw-Hill customer service](#) with any CONNECT issues as soon as they arise. If they are unable to resolve it, they will assign you an open ticket ID # that you will need to provide to me, so I can follow up. Without a ticket ID #, I am unable to verify your issue and assist in resolving it.

WEEKLY QUIZZES (50%):

You will take 3 - 4 quizzes/week (please refer to the weekly agenda). These quizzes will each cover specific chapters as noted. You have 25 minutes to complete each of the quizzes. Once you begin the quiz, you must complete it. If you exit the quiz, the timer will continue and the quiz will automatically submit after 25 minutes. If you are familiar with the material, the time allotted is more than sufficient to complete the quiz successfully. These quizzes are available from **Sunday at 12 am thru Saturday at 12 Midnight US EST.** If you miss the window of availability, you will receive a **'zero'** for the quiz. Please plan accordingly. **Your two lowest quiz grades will be dropped.**

WEEKLY LEARN SMART CONNECT ASSIGNMENTS (25%)

LearnSmart is an adaptive study tool proven to strengthen memory recall, increase class retention, and boost grades. Students are able to study more efficiently because they are made aware of what they know and don't know. Real-time reports quickly identify the concepts that require more attention.

You are required to complete an assignment for each chapter. Your grade will reflect what percentage of the information contained in the assignment was "mastered" by the due date. Meaning, you will need to get 100% of the questions correct to demonstrate your "mastery" of the Learning Objective and earn a 100% on the assignment.

You are allowed to review the questions as many times as necessary for you to "master" the learning objective. However, you will not be able to access the assignment after the due date.

INDIVIDUAL ASSIGNMENTS (25%):

Individual assignments will be given during the semester. Specific instructions for completion of these assignments are listed within each of the 'weekly assignment' links in Blackboard. Please plan accordingly. **No credit** will be given for late work or work not submitted as instructed.

It is YOUR responsibility to submit your written assignment properly via Blackboard. Please verify you are submitting (not saving) the correct assignment for grading and it was uploaded properly in WORD format. Late work is not accepted...plan ahead.

EXTRA CREDIT:

For this course, in lieu of extra credit your **two lowest quiz grades will be dropped**. There will be no other extra credit opportunities given.

PLANNING AHEAD FOR ONLINE CONNECTIVITY PROBLEMS:

All students should consider submitting their work **24 hours ahead** of each deadline. We all know computers can experience problems and Blackboard is commonly off-line for maintenance or other glitches. I will not accept ANY excuse for late work unless fully documented by McGraw Hill or BSU IT Services.

Contact [BSU IT Services](#) with any BB issues as soon as they arise. If they are unable to resolve it, an open ticket ID # will be assigned. A ticket ID # and documentation from BSU IT Services MUST be provided to me within 24 hours to be considered a valid connectivity issue and a reason for late/no submission of any assignment.

Contact [McGraw-Hill customer service](#) with any CONNECT issues as soon as they arise. If they are unable to resolve it, an open ticket ID # will be assigned. A ticket ID # and documentation from McGraw-Hill MUST be provided to me within 24 hours to be considered a valid connectivity issue and a reason for late/no submission of any assignment.

No exceptions. We simply must anticipate problems can and do occur and leave ourselves with adequate time and backup.

MISSED WORK DUE TO FAMILY/MEDICAL EMERGENCIES:

Deadline extensions are granted for documented family or medical emergencies (hospitalization, death of family member, accident, etc.). If a student is requesting a deadline extension they should contact the *Director of Student Outreach and Special*

Programs, Eileen Estudante at *Student Affairs and Enrollment Management's* "central office", at lestudante@bridgew.edu. Eileen will work with the student (or family if the student is unavailable), to verify the emergency, she will inform the student's faculty of a documented challenge, and assist with requesting any necessary accommodations on behalf of the Associate Vice President and Dean of Students. Eileen will also reach out to the student via email or telephone to follow up and offer any additional assistance and resources as needed.

ACADEMIC HONESTY, INTEGRITY & PROFESSIONALISM:

Please refer to the BSU policy regarding academic integrity (<http://www.bridgew.edu/handbook/policiesprocedures/academicintegrity.cfm>)

DISABILITY SERVICES:

BSU is committed to ensuring all individuals equal access to its programs and services. The university offers a number of services to students who have a documented medical condition, are physically challenged, or have psychological or learning disabilities. If you think you may have a learning disability or wish to request support services, please contact the **Office of Disability Resources** in the Academic Achievement Center, Maxwell Library (508) 531-2194. You can still receive services even after the semester has begun.

GRADING:

Weekly Interactive Presentations	25%
Weekly Quizzes * 2 lowest quiz grades will be dropped	50%
Individual Assignments	25%
Total Points	100%

GRADING SCALE:

The grading scale shown below will be used for this course. Final grades will only be revised due to a 'mathematical error'. If you email about 'revising' your grade for any reason other than a 'mathematical error', I will not respond to your request.

64 to 0%	F
65 to 69%	D
70 to 72%	C-
73 to 76%	C
77 to 79%	C+
80 to 82%	B-
83 to 86%	B
87 to 89%	B+
90 to 93%	A-
94 to 100%	A