

Upon completion of MKTG-301, the successful student should:

1. be able to recognize and correctly use the key terms of marketing.
2. be able to identify current changes in the external environment (political, social, legal, regulatory, global, and technological) and describe how these changes create marketing opportunities and threats for a firm.
3. be able to make logical marketing strategy and tactics decisions related to promotion, distribution, product development, and pricing.
4. be able to **apply** classroom topics to real world marketing problems.
5. be able to understand and **apply** behavioral science in marketing contexts such as customer behavior analysis, personal selling, advertising, marketing communications, and organizational behavior.
6. be able to recognize and discuss ethical marketing issues.

These objectives will be assessed via multiple-choice RATs (readiness assurance tests) (which measure recognition, recall and **application**), surprise in-class quizzes and a midterm and final consisting of mostly essay questions.

REQUIRED READINGS:

Text: Boone/Kurtz , Contemporary Marketing, 2013 Update

The text can be purchased through the BSU bookstore as well as directly from the publisher, as well as through several other sources.

<http://www.cengagebrain.com/shop/isbn/1111579717?cid=D2S>

According to the publisher,

As an added bonus, we're offering an exclusive promotion for your students: \$20 off any purchase of \$100 or more with coupon code **SPRING2012***. **Please provide your students with this coupon code in addition to the ordering link so they can save even more money and get the right product for your course!**

*Coupon code expires 3/1/2012

The student learning site for the 2011 edition is

http://www.wadsworth.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=9780538746892&token=

The 2013 update will be provided when the information is given to the professor. On this site, students can view learning objectives, review key terms and take practice quizzes.

Wall Street Journal articles: Frequently, articles from the Wall Street Journal will be discussed in class. These will be required readings and all students have access to them; access will be described in class.

COURSE ASSESSMENT AND GRADING (400 possible points)

- **Exams-200 points:** A closed-book **midterm and cumulative final** will be given during the semester for 100 points each. They will cover all text material and every video associated with the text plus any additional material presented by the professor in class. Test questions are selected to assess recognition, recall, and application of concepts, not just memorization. All material covered in class and all assigned additional readings are considered “fair game” for tests, in addition to the text chapters. If the midterm is missed for any reason, points move over to the final (i.e., the final would be worth 200, not 100 points). If the final is missed, the student fails the course. Exams will contain both multiple-choice and essay questions.
- **RATs-100 final points (readiness assurance tests):** Each time a RAT is scheduled, students will answer around 10 multiple-choice questions individually, turn in their papers, then gather as a group and come to a consensus for each question and record their answers. The professor will form the groups of around 5-7 students during the first week of class. Each group member will be evaluated by the others and group members can be fired (the firing procedure is long and intensive and should only be attempted in the most extreme of circumstances). These RATs will test preparedness. Students need to check Blackboard on a daily basis for information on which topics of required videos and readings to emphasize.
Example:
 - 5 RATs of 40 possible individual points each = 200 original possible individual points converted to _____ of 60
 - 5 RATs of 40 possible group points each = 200 original group points converted to _____ of 40
- **Attendance/participation-100 points**
60 points for surprise quizzes
40 points for group evaluation of your efforts. If you are fired from your group, you lose all group RAT points plus these 40. You would be able to keep your RAT individual points.

The quiz grade will be comprised of the percentage of successful minimally passing grades on mostly closed-book “surprise” quizzes. Students may be given hints regarding when these quizzes will take place, but in general, they really are meant to be “surprise” to test minimal comprehension and knowledge on a regular basis. They will be mostly essay quizzes and will probably be held around once a week.

Please note that no tests and no quizzes will be given at a different time than listed on the schedule of readings. Those with official letters from the Office of Disability Services should see the Professor privately regarding a possible exception to this policy. **Please do not ask for “extra credit;” there is none.** Tests are not “curved.” All tests are “closed book” and no electronic devices are allowed during exams, unless specified.

Students must show up on time for tests and quizzes. No student will be admitted on test day after the first student has completed an exam and left the classroom. If a student arrives to class after a quiz has been completed that day, that person will not have the opportunity to take the quiz.

Grades will be computed using the following criteria. Tests are not “curved.” Categories are firm; they are already rounded up.

390-400 points (98%-100%): A+	374-389 points (94%-97%): A	358-373 points (90%-93%): A-
350-357 points (88%-89%): B+	334-349 points (84%-87%): B	318-333 points (80%-83%): B-
310-317 points (78%-79%): C+	294-309 points (74%-77%): C	278-293 points (70%-73%): C-
270-277 points (68%-69%): D+	254-269 points (64%-67%): D	238-253 points (60%-63%): D-
<238 points (less than 60%): F		

STATEMENT OF SHARED VALUES

Boise State University upholds the following values as the foundation for a civil and nurturing environment. Campus community members and all who are part of COBE are expected to adhere to the following values. The COBE Dean has specifically requested that all professors include this list on each syllabus. COBE takes a civil learning environment seriously, one which each person takes personal responsibility for his or own academic excellence. Each class member must demonstrate accountability for one's own personal and professional conduct which reflect the standards, values and ethical behaviors of the marketing discipline as defined by the American Marketing Association (<http://www.marketingpower.com/AboutAMA/Pages/Statement%20of%20Ethics.aspx>) in addition to the BSU shared values listed below.

Academic Excellence – engage in our own learning and participate fully in the academic community's pursuit of knowledge.

Caring – show concern for the welfare of others.

Citizenship – uphold civic virtues and duties that prescribe how we ought to behave in a self-governing community by obeying laws and policies, volunteering in the community, and staying informed on issues.

Fairness – expect equality, impartiality, openness and due process by demonstrating a balanced standard of justice without reference to individual bias.

Respect – treat people with dignity regardless of who they are and what they believe. A respectful person is attentive, listens well, treats others with consideration and doesn't resort to intimidation, coercion or violence to persuade.

Responsibility – take charge of our choices and actions by showing accountability and not shifting blame or taking improper credit. We will pursue excellence with diligence, perseverance, and continued improvement.

Trustworthiness – demonstrate honesty in our communication and conduct while managing ourselves with integrity and reliability.

CLASSROOM CONDUCT AND EXPECTATIONS (Please read; these guidelines are for enhanced learning for all.)

In order that the classroom environment fosters the learning of everyone, your professor expects that you as a student:

- will be attentive and courteous during class.
- will complete the assigned work according to the course schedule, and
- will do all your own work and will not present anyone else's work as your own (this is also covered by the BSU Code of Conduct).

Some more specific principles of civil conduct in a college classroom:

- Come to class on time and be present and attentive for the entire class period.
- If you ever are late for class, enter in silence and do not walk between the class and the professor.
- Never leave during class unless it is an emergency.

- Wait for the professor to dismiss class. If this class period has ended but the professor has not finished and you cannot stay any longer, leave in silence.
- Contribute to a positive learning environment **by refraining** from the following disruptive behaviors:
 - talking with classmates while the professor, guest, or another student who has the floor, is talking.
 - using a phone during class. **Phones are to be turned off prior to the beginning of a class period and left off until after the professor has dismissed the class.**
 - eating during class. Consume meals and snacks elsewhere.
 - engaging in unrelated activities such as reading newspapers not required for the course or unrelated books, doing homework assignments for this or other classes, surfing the Web or checking emails, etc. Computers in classrooms are provided for class purposes only.

Students who do not follow these expectations may be invited to leave the class. Continued misconduct may lead to removal from the course and initiation of procedures described in the BSU Code of Conduct.

Maximize your own learning by engaging in the following routines.

- Come to class **prepared** to work.
 - Make necessary financial arrangements so that you can purchase all such material at the beginning of the semester. **It is a waste of money to pay for a class and then not buy the books you will be reading.** Your professor expects you to obtain all necessary material in order to succeed in the course.
 - **Bring your own textbook to class.** You may not be able to use others' texts for in-class exercises and assignments.
 - **Complete reading and homework assignments before the class for which they are due.** Lack of preparation may prevent you from participating in a class activity and you will be tested on your preparedness. You will be tested over your preparedness.

The student must discuss personal emergencies with the professor as they occur, not at the end of the semester when the student realizes that s(he) might be earning a poor grade. The professor may ask to see "proof" when a student asks for special accommodation (only made in very extreme circumstances) because of a personal crisis.

Academic Honesty

Academic honesty is a core belief of the University and violations will be dealt with harshly, resulting in possible failure in the course and removal from the university (as detailed in Section 2 of Article 6 of The Student Code of Conduct). Refer to Boise State's Student Code of Conduct for definitions of cheating, plagiarism, and others forms of academic dishonesty as well as policies and procedures for handling such cases, found at <http://www.boisestate.edu/osrr/Forms/07.%20BSU%20Code%20FINAL.pdf> You are strongly encouraged to familiarize yourself with this policy, as it is applicable to all of your classes and dealings with the University. Some of this Code of Conduct is detailed below.

Article 2, Section 18—Academic Dishonesty

The term "**academic dishonesty**" may include cheating, plagiarism, or other forms of academic dishonesty. All assignments submitted by a student must represent her/his own ideas, concepts, and current understanding or must cite the original source. Attempts to violate the academic

integrity of an assignment or exam do not have to be successful to be considered academic dishonesty. Academic dishonesty may include, but is not limited to:

- **Stealing and/or Possessing Unauthorized Material** - The unauthorized appropriation, possession or use of the property of another; the forgery or misuse of documents;
- **Fabrication and Falsification** - The unauthorized alteration or invention of any information or citation;
- **Multiple Submission** - The submission of substantial portions of the same assignment for credit more than once without the prior permission of all involved faculty members;
- **Abuse of Academic Material** - Destroying, stealing, or making inaccessible library or other academic resource material;
- **Complicity in Academic Dishonesty** - Intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.

Section 18A—Cheating

The term “**cheating**” includes any action where an individual or group either carries out or attempts to carry out dishonest work and/or where an individual or group either assists or attempts to assist an individual or group to carry out dishonest work. If students are uncertain whether an action constitutes cheating, they have a responsibility to ask the faculty member for the course for clarification. Cheating includes, but is not limited to:

- using or providing any unauthorized assistance in class assignments, standardized tests, credential tests, and professional licensing tests;
- unauthorized copying of class assignments—such as examinations—before, during, or after the assignment, either for your own use or for the use of others.
- having someone else complete a class assignment in your place;
- completing a class assignment for someone else;
- acquiring, without permission, any assignment or other academic material belonging to a member of the University faculty or staff;

READING AND ASSIGNMENT SCHEDULE: The following schedule will be followed as closely as possible. However, an itemized daily schedule of readings is almost impossible to plan a semester at a time. Changes may have to be made and when that happens, modifications will be announced in class or on Blackboard and will take precedence over this schedule. **Test dates and times are fixed; no modifications to times or dates of exams will be made based on an individual student's request.** There are no "make-up" exams. Please do not ask.

Class meetings	Class topics and Activities	Readings and Assignments ⁴
T 17 Jan	Introduction to Marketing	
Th 19	Practice RAT ⁵ , over syllabus, example WSJ article and Day 1 discussion Part 1: Customer Oriented Marketing Strategies	Chapters 1-4
T 24	Continuation of previous topics	
Th 26	Continuation of previous topics	
T 31	Continuation of previous topics	
Th 2 Feb	RAT over Part 1	
T 7	Part 2: Understanding Buyers and Markets	Chapters 5-7
Th 9	Continuation of previous topics	
T 14	Continuation of previous topics	
Th 16	Continuation of previous topics	
T 21	RAT over Part 2	
Th 23	Part 3: Target Market Selection	Chapters 8-10
T 28	Continuation of previous topics	
Th 1 March	Continuation of previous topics	
T 6	Continuation of previous topics	
Th 8	RAT over Part 3	
T 13	MIDTERM	
Th 15	Part 4: Product Decisions	Chapters 11-12
T 20	Continuation of previous topics	
Th 22	Continuation of previous topics	
March 27; 29	Spring Vacation	
T 3 April	Part 5: Distribution Decisions	Chapters 13-14
Th 5	Continuation of previous topics	
T 10	RAT over Parts 4 and 5	
Th 12	Part 6: Promotional Decisions	Chapters 15-17
T 17	Continuation of previous topics	
Th 19	Part 7: Pricing Decisions	Chapters 18-19
T 24	Continuation of previous topics	
Th 26	RAT over Parts 6 and 7	
T 1 May	Wrap-up of semester and preparation for Final	
Th 3 May	Wrap-up of semester and preparation for Final	
T 8 May	FINAL EXAM Tuesday, May 8 1:00 - 3:00 P.M.	

⁴ Extra articles, specific videos to watch and sections of chapters to emphasize will be posted on Blackboard and announced in class. Check Blackboard on a daily basis before coming to class.

⁵ Please note that these "practice" questions could also appear on the first "countable" RAT.