

**BUSA 308 – PRINCIPLES OF MARKETING
FALL 2019**

PLU Course Catalog Description

Introduces the role of sustainable marketing in a global society. Topics covered include marketing planning, consumer behavior, marketing research and an emphasis on marketing mix decisions for firms and nonprofit organizations. (4 credit hours)

Course Objectives

- Learn basic marketing terminology and concepts, with an emphasis on Chinese markets;
- Gain experience of formulating marketing strategies and outlining marketing mix through real world marketing projects;
- Be able to effectively communicate marketing analysis and marketing strategies;
- Develop teamwork skills through term group projects;
- Be able to recognize ethical issues in marketing and evaluate alternative courses of action.

Instructor:

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<https://www.plu.edu/busa/staff/qin-zhang-ph-d/>

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Textbooks and Materials

Required Textbook: Lamb, Hair and McDaniel, *MKTG 12*, 12th edition, South-Western College Pub, Cengage Learning.

ISBN-10: 1337407585

ISBN-13: 978-1337407588

Course Evaluation

A. Class Attendance	4%
B. Class Participation	6%
C. Show and Tell	10%
D. Exams	45%
Exam I (22.5%)	
Exam II (22.5%)	
E. Group Project	35%

1. Group contract (2%)
2. Project Proposal Presentation (9%)
3. Final Group Presentation (24%)

Detailed explanation of the evaluation procedures is given below.

A. Class Attendance

Class attendance will be monitored. Unexcused absence or being present in class but doing work unrelated to the class such as surfing web or playing with cellphones will result in deduction of attendance grade. You may be asked to provide supporting documents to explain your absence. It is also your responsibility to get all the notes and handouts yourself for missed class sessions. Please also refer to the “University Attendance Policy” in the later part of the syllabus.

B. Class Participation

Class participation (asking or answering questions, in-class group discussions, or providing feedback to classmates’ presentations etc.) is a very important part of learning for this course. How much you can benefit from this course is largely determined by your preparedness for each class session and your willingness to share your opinions or knowledge with your classmates. Your class participation will be evaluated on the basis of quality as well as quantity of your involvement. I will do “cold calls” to facilitate class discussions. Notice that in order to obtain a grade for class participation you need to attend class sessions.

C. Show and Tell

Each student will make a 5-minute PowerPoint presentation regarding a recent (6 months or less) popular press article found from a reputable source related to an assigned marketing topic. Examples of sources to find the article are Business Week, The Wall Street Journals (WSJ), Bloomberg, NY Times, USA Today, The Economist, Financial Times, AMA Marketing News, and NPR Marketplace etc. A good place to find the articles is through PLU library page at <http://guides.library.plu.edu/c.php?g=564425>. You are encourage to present an article that discuss the marketing practice in China. In your presentation, you should (1) give a brief summary of the article of your choice; (2) explain its relevance to the marketing topic; and (3) provide your own insights by extrapolating beyond the facts presented in the article. The insights could be a discussion of how you think the action taken by the organization in the article will affect the organization, the product, or the brand in a long run, or comment on what you would have done differently. You need to **submit PPT file or Google slides to Assignments Section in Sakai by 6am on the day of your presentation**. In the Notepage section of the slides, write down what you will speak during the presentation but is not your main slides. Presentation schedule and topics as well as rubric for grading will be posted on Sakai.

D. Exams

There will be two exams. The first exam tests on materials covered in the first half of the semester and the second exam on materials covered in the second half of the semester. The exams will be closed books and closed notes, but you can bring one sheet of letter sized paper (8½ x 11 inches, can be hand written or print on one or both sides) on which you may write anything you like. More detailed information about the exams will be given in exam review sessions.

E. Group Project

The group project has two objectives. First, it will help you gain hands-on experience in applying what you learn in class to a realistic marketing situation. Second, it will help you gain the experience of working in a team as you will encounter in the real business world later. Briefly, the project will consist of identifying an unfulfilled market need in Chinese market and designing a new product or service to address that need. Your group will then be responsible for developing a marketing plan for the introduction of the new product or service.

You are free to choose your own group members before the sign-up sheet due date. Each group should submit a group contract signed by all group members, which lays out expectations and ground rules regarding group participation and peer evaluation. More details regarding the group project will be explained in a class session.

Peer Evaluations

Teamwork is an important component of the course evaluation. Each group member will have opportunities to evaluate the participation of group members in the middle as well as the end of the semester. **Everyone in the group is expected to contribute substantially to the group effort. Failing to do so will result in a failing grade – regardless of the grades on exams and other evaluation items.**

Final Grades

Grade for each evaluation element is in raw numbers which may have different scales. These scores are then weighted according to the syllabus and overall class scores are generated. I will assign final grades based on the following scale. I do reserve the right to vary from this scale in the event of unusual circumstances.

Overall Class Scores	Final Grades	PLU School of Business Grading Standards
(90-92, 93+)	A (A-, A)	<i>Outstanding performance. <u>The student should display a mastery of the basic course materials and perceive most of the subtleties inherent in the materials.</u></i>
(80-82, 83-86, 87-89)	B (B-, B, B+)	<i>Good performance. The student should display a good knowledge of the basic course materials and perceive some of the subtleties inherent in the materials.</i>

(70-72, 73-76, 77-79)	C (C-, C, C+)	<i>Acceptable performance.</i> The students should display a working knowledge of the basic course materials.
(60-62, 63-66, 67-69)	D (D-, D, D+)	<i>Poor performance.</i> The student is lacking in knowledge of the basic course materials.
Below 60	F	<i>Unacceptable performance.</i> The student has displayed gross deficiencies in knowledge of the basic course materials.

Course Communications

Course page on Sakai (<https://sakai.plu.edu/portal>), emails and in-class announcements are the major communication methods for the course.

1. Note that Sakai uses your PLU email address, which is considered your official address for correspondence. You can download course materials, submit your assignments, check your grades, and participate in course-related discussions on this site. Powerpoint slides (pre-class version) for each class will be made available before the class. I recommend you bring a copy of (the handout version of) the slides when you attend the classes so that you can well spend your time in class taking notes for information that is not given on the Powerpoint slides.
2. You are responsible to asking classmates for missed in-class announcements.

Late Submission Policy

Due dates for all the course evaluation items are clearly marked in this syllabus. Late submission will not be accepted.

School Of Business Mission Statement

We are especially committed to scholarship, innovation, and a global perspective The School of Business provides a supportive learning experience that challenges each student to: a) acquire relevant business skills, b) apply them to create sustainable value, and c) prepare for a purposeful life of achievement, inquiry, integrity, leadership, and service. We are especially committed to scholarship, innovation, and a global perspective.

Code of Ethics

School of Business faculty and staff are committed to professional behavior that:

- exemplifies high standards of academic and personal integrity in all interactions with constituents; respects the dignity and rights of others;
- creates a learning environment that supports open dialogue and academic freedom;
- fosters stewardship and social responsibility;
- and demonstrates personal accountability.

Academic Honesty Statement

Both the value and the success of any academic activity, as well as the entire academic enterprise, have depended for centuries on the fundamental principle of absolute honesty. The university expects its entire faculty and students to honor this principle scrupulously. Since academic dishonesty is a serious breach of the universally recognized code of academic ethics, it is every faculty member's obligation to impose appropriate sanctions for any demonstrable instance of such misconduct on the part of a student. The university's policy on academic integrity and its procedures for dealing with academic misconduct are detailed in the *Student Handbook* at <http://www.plu.edu/srr/codeof-conduct/academic-integrity/>.

University Attendance Policy

The university assumes that all registered students have freely accepted personal responsibility for regular class attendance. Course grades reflect the quality of students' academic performance as a whole, which normally includes regular participation in the total class experience and is evaluated accordingly. Absences may lead to a reduction of a student's final grade. In the event of unavoidable absence, students are expected to inform the instructor beforehand.

Student Care Network

PLU has established the Student Care Network (SCN) to work with students and partners for a successful academic, social, and emotional experience at PLU. Students, faculty and staff can submit a Care Form (available on the main page of the PLU web-site under EPass) if they have concerns (academic, emotional, physical or social) related to the well-being of a PLU student. The SCN will work with campus partners to support a culture of care and response for all community members. Please go to: www.plu.edu/srr/student-care-network to learn more or to submit a report.

Center for Student Success

PLU has established the Center for Student Success to serve as a campus-wide network of units dedicated to helping students succeed. The website is: www.plu.edu/student-success. Students can find out about Academic Advising and Degree Planning; Tutoring and Assignment Help, Career and Vocation Planning, Personal Health and Wellness, Financial Services and many affinity group connections. Students can make appointments with advising, the writing center, academic assistance, and many other forms of support.