BUS 202 – MARKETING
SPRING 2014

INSTRUCTOR: Dr. Terry Scout
OFFICE: Daly 105
HOURS: MW 12:30-2:20 & by appointment
OFFICE PHONE: x7285
EMAIL: tscout2

TEXTS: I Want That! by Hine, 2002
The New Rules of Retail by Lewis & Dart, 2010
How to Market to People Not Like You by McDonald, 2011
The Age of Persuasion by O'Reilly & Tennant, 2009
The Experience Economy by Pine & Gilmore, 2011
Priceless by Poundstone, 2010
What is Marketing? by Silk, 2006

MISSION OF THE DEPARTMENT OF BUSINESS MANAGEMENT

To provide students with the essential knowledge, managerial proficiencies, and ethical awareness needed to pursue successful careers in business, as well as to build a foundation for lifelong learning. Our students learn:

1. communication and interpersonal skills
2. analytic, technological, and quantitative skills
3. critical thinking and decision-making skills
4. global and cultural awareness

COURSE GOAL

Marketing is a "practical" business course aimed at students who are interested in how the demand for goods and services is anticipated, managed and satisfied through the exchange process. In other words, how did you get what you have? This course gives you the very basic preparation for understanding that process.

I try to present the course from an application perspective. What can a manager do to influence the exchange process? With that in mind, I am a firm believer that there is nothing more practical than a good theory. In other words, the goal of this course is for you to acquire a useful and usable knowledge of the exchange process.

COURSE OBJECTIVES

The first objective is for you to learn how to apply the 4 P's (product, place, promotion & price) to the exchange process. First, you will learn what we know about why people buy and about the various marketing environments. Second, you will learn the part that each of the 4 P's plays in the exchange process.

The second objective is for you to develop an ethical perspective in relation to the use of the above knowledge.

The third objective is for you to increase your level of proficiency in the areas of communication, analysis and decision-making.

ASSESSMENT OF THE OBJECTIVES

Successful accomplishment of the subject matter objective will be assessed through three non-cumulative multiple choice exams which will give you the opportunity to demonstrate that you know the principles, concepts and facts related to the exchange process.

Assessment of your mastery of two of the departmental goals (critical thinking and communication) will be demonstrated by written book reviews. For FIVE of the SIX topic specific books you are to write a review.

Each book review will be evaluated on the departmental goals. Start with **critical thinking**. Critical thinking involves determining the meaning and significance of what you read and determining whether there is adequate justification to accept the conclusion as true. One must be able to **communicate** clearly and precisely. Grammar, spelling and more importantly your ability to engage the reader intellectually count strongly.

The key to doing well on these book reviews is to apply the concepts and principles in the course to concrete examples at Washington College. You are encouraged to research as it relates to the topic of the book. Be sure to document and cite appropriately.

Each book review should be three to five pages using standard margins and type size. **You may choose not to review one of the books or you may review all six and I'll drop the lowest one.** Reviews are due no later than the beginning of class on the due dates. **No late reviews will be accepted.** Lastly, please put your name in the upper right-hand corner and staple in the upper left-hand corner.

The Washington College Writing Center is a resource that is available to every member of the college community. There you can meet with a consultant to receive one-on-one feedback over any kind of writing, at any stage in your writing process: before you begin writing, once you've started a rough draft, or as you're editing a final draft. In this
exchange you'll get an outside perspective and gain valuable insight into how effectively you've communicated your ideas. Every writer, no matter how experienced, can benefit from the response of a thoughtful, engaged reader.

As you work on the writing assignments in this class, consider making an appointment at the Writing Center. You can call 410-810-7417, email writing_center@washcoll.edu, or drop by Goldstein 106.

HONOR CODE

All book reviews are required to have the following pledge attached to it:

"I pledge my word of honor that I have abided by the Washington College Honor Code while completing this assignment."

Sign beneath it.

ASSIGNMENTS CHECK LIST

Assignment	Date	Grade Weights
FIRST EXAM	Feb 17	25%
SECOND EXAM	Mar 31	25%
THIRD EXAM	Final	25%
Book Reviews		
25% total - 5% per review		
McDonald	Feb 3	
Hine	Feb 17	
Pine & Gilmore	Mar 3	
Lewis & Dart	Mar 31	
O'Reilly & Tennant	Apr 21	
Poundstone	May 5	

GRADING

Your grade average will be determined by the grades received on the exams and the book reviews. Lack of on-time class attendance and non-participation will be considered in grading (see attendance policy).

ATTENDANCE POLICY

It is the responsibility of students at Washington College to attend promptly each class meeting scheduled in every course in which they are enrolled. Students on probation must attend all classes without exception. Students are expected to inform their instructors promptly as a matter of courtesy of the reasons for any absence. **Excessive absences (MORE THAN FIVE) will result in a reduction of your final average for the course by one point for each absence over five.** In other words, if you are absent seven times and your course average is 87, that course average will be reduced by two points, from 87 to 85. An absence is an absence. An absence because of illness or a death in the family or whatever counts exactly the same as an absence because you decided to sleep late that day.

LEARNING DIFFERENCES

Students who are in need of special accommodations because of a **documented** learning disability or physical disability must submit appropriate documentation to the

Office of Academic Skills. Once approved, an accommodation plan will be developed. It is the student's responsibility to share the accommodation plan with the instructor of the course **PRIOR** to the due date for tests or other assignments.

HOMER SIMPSON

One of the most insightful things Homer ever asked was: "Why do things that only happen to stupid people keep happening to me?" If you feel that way, then maybe you should look in the mirror, stop making excuses, and take control of your life. You don't need to be brilliant to succeed. Hard work can fix just about anything. How hard are you willing to work? Have a sense of responsibility, not entitlement. Don't give up; don't make excuses; and hold yourself to high standards.

CELL PHONES AND LAP TOPS

If your cell phone rings in class, don't answer it. Give it to me and I'll take the call. I'll let the caller know that you're busy right now and will call them back at your earliest convenience.

Barack Obama is not trying to contact you. You can be incommunicado for 50 minutes. Do not look at your text messages and definitely don't send someone a text message while class is in session. Wait until the end of the class.

No, you cannot bring your lap top to class to take notes. The temptation to surf the web and email is simply too great.

APPROPRIATE ATTIRE

If you slept in it last night, don't wear it to class. If you can't get up in time to get dressed properly for class, don't bother coming to class. Obviously you need your sleep and staying in bed is more comfortable than trying to stay awake in a classroom desk chair.

Your appearance is your calling card; it speaks before you do.

I assume you would like to be a success in business. You would be surprised at the small number of corporate officers in Fortune 500 companies who wear baseball caps (and especially backwards) at work. Take off your cap and/or your hoodie off your head. Run a comb through your hair. Take pride in your appearance. Respect yourself. If you don't, who will?

The "no caps in class" rule applies equally to men and women. I love gender equality. Don't you? So ladies if you're having a bad hair day, so sad, too bad.

Take a minute to look around the class. Whom would you hire or not hire to manage your business, invest your money, and/or work with you in a group? What do you think your classmates are thinking about you based on your appearance?

LISTEN TO THE NATIONAL ASSOCIATION OF EMPLOYERS

You want to get a job when you graduate, right? Below are the top four skills that employers say they want:

ANALYTICAL
STRONG WORK ETHIC
ABILITY TO WORK ON A TEAM
VERBAL COMMUNICATION

How many of the above do you have?

LASTLY

Lack of planning on your part does not constitute an emergency on my part.