



Course Syllabus

Bethesda University of California

Where there is no guidance the people fall, but in abundance of counselors there is victory

BETHESDA UNIVERSITY MISSION STATEMENT:

Bethesda University of California is a Christ-centered community of higher education preparing Korean/English speaking men and women with professional competence, academic excellence, and spiritual integrity to be servant leaders in the Church, community, and global society.

Course Number and Title: BA351 Principles of Marketing
Semester: 2015 Fall
Professor: F. Ed Nuno
Office:
E-mail address: Marketing_Management_Today@yahoo.com or fe_nuno@buc.edu
Course Website: https://groups.yahoo.com/neo/groups/marketing_management_today
Telephone: 951-710-0858
Office Hours: By appointment, or following the regularly scheduled class meetings

1. RELATIONSHIP OF COURSE TO BETHESDA UNIVERSITY'S MISSION:

A Bethesda University graduate will be a person on a formative path toward Christ and His likeness with integrity, compassion, and faithfulness, in order to serve local churches for Kingdom of God. A person taking the Principles of Management course will perform his duties by adequately displaying sound management principles as an administrator and leadership skills in supervision of his fellow men in the performance of organizational goals. This person will be skilled in the performance of planning, organizing, staffing, motivation and controlling of an organization. In this capacity he is expected to further the work of God's word and use resources efficiently and effectively.

2. COURSE DESCRIPTION:

This course introduces the student to the marketing principles of product, price, physical distribution and promotion in support of goods and services. It studies activities and set of institutions, processes for creating, communicating, delivering, exchanging offerings that have value to customers, clients, partners and society at large. The course will focus on the real world application and case studies. The student will learn to apply marketing skills in the development of a marketing plan.

3. COURSE OBJECTIVES (STUDENT LEARNING OUTCOMES) After completing this course, students will have achieved the following:

4.

Student Learning Outcomes	Assignments
1) <u>Knowledge-based Learning Outcomes</u> Describe the functions of the marketing process, and their application in a team / organizational environment.	Midterm, Final and Marketing Plan
2) <u>Skill-based Learning Outcomes</u> Apply basic marketing principles in the analysis of the current marketing environment.	Marketing Plan
3) <u>Attitude-based Learning Outcome</u> Develop a marketing plan in line with the mission and goals of a team / organization / company.	<u>Group Project Proposal</u> – Team Planning Paper to show plans with timeline on how to put group presentation on product or service presentation.
4) <u>Integrative Learning Outcomes</u> Display how marketing uses various resources in the research process to identify the customers, their wants and needs, and to satisfy and exceed their needs.	<u>Group Presentation</u> –Develop a product or service presentation using MS power-point.

5. COURSE MATERIALS

Required texts

Pride, William M. Marketing 2016, 18th edition. 2015. Boston, MA: Cengage Learning. ISBN-13: 9781285858340, ISBN-10: 1285858344.

Recommended readings:

- A. Guerilla Marketing by Jay Levison. 2007: Houghton Mifflin. ISBN13: 978-0-618-78591-9, ISBN10: 0-618-78591-4
- B. "Who Moved My Cheese?" by Spencer Johnson, M.D.
- C. "The World Is Flat: A Brief History of the Twenty-First Century" Thomas Friedman
- D. Wall Street Journal
- E. Forbes Magazine

6. COURSE REQUIREMENTS AND TIME ESTIMATES (at least 15 hours/credit):

Requirements	Time Estimate (16mtgs@2.5hrs)40
Attendance	Absences not to exceed 3 absences
Readings	80 Hours
Marketing Plans	20
Total Hours	100 hours / 16 weeks = 6.25 hours per week / 6 days = 1.04 hours per day = 63 minutes per day

7. GRADING INFORMATION:

1) Grading Scale

Letter Grade	Numerical Grade	Grade Points	Quality of Performance
A	95-100	4.0	Outstanding
A-	90-94	3.7	Excellent
B+	87-89	3.3	Good +

B	84-86	3.0	Good
B-	80-83	2.7	Good -
C+	77-79	2.3	Satisfactory +
C	74-76	2.0	Satisfactory
C-	70-73	1.7	Satisfactory -
D+	67-69	1.3	Poor
D	64-66	1.0	Very Poor
D-	60-63	0.7	Extremely Poor
F	59 or lower	0	Failure

2) Grading Rubric

Requirements	Points
Participation	200 (20%)
Midterm	300 (30%)
Marketing Plan	200 (20%)
Final Examination	300 (30%)
Total	1000 (100%)

www.Engrade.com: Student scores will be posted on www.Engrade.com so that students can access their scores 24 / 7.

Test policy: Tests must be taken on the assigned dates. Except in cases of medical emergency, make-up exams are not permitted without prior approval from the instructor.

8. INCOMPLETE POLICY:

All course work is due on the dates assigned. Students who fail to submit assignments on time will be subject to the course's late grading policy. Points will be deducted for any late assignments. In all other cases and unless otherwise stated by the instructor, all course work is due by 4:00 p.m. on the last day of the semester.

A grade of incomplete will only be awarded to students who cannot physically

complete their course work by the last day of the semester due to an avoidable situation such as a serious illness. In such cases, students must provide valid evidence of their condition. After a semester has ended it is no longer possible to request an incomplete. Incompletes will not be granted simply because of poor time management. Students who assume that an incomplete will be issued because they failed to finish their course work by the end of the semester will automatically receive a grade of F.

Incompletes must first be approved by the Academic Affairs office. To apply for an incomplete, students must fill out an incomplete-grade-request form and submit it to the office by December 5, 2015. After receiving approval from the office, the student must then obtain approval from his or her instructor.

9. ATTENDANCE POLICY:

Regular and punctual attendance is expected of all students. Absences are counted from the first day of class. If absence is necessary, students should not be absent more than **three times** for a three-hour class meeting once a week. Absences include doctor visits, conferences, and all other “excused” absences. A student with excessive absences may be dropped from class with a grade of “F.” Three occurrences of tardiness is equivalent to one absence.

10. ACADEMIC INTEGRITY: Plagiarism and cheating are unacceptable. Plagiarism is defined as the use of someone else’s ideas, arguments or other original material without acknowledging the source.

11. COURSE PRAYER SUBJECTS:

- 1) Personal prayer requests.
- 2) Group prayer requests

12. COURSE SCHEDULE:

Week	Date	Class Topic	Readings	Assignments
1	08/26	Introduction to the Course / Overview	Syllabus and Textbook Information	Appendices A, B and C
	Part I	Marketing Strategy and Customer Relationship		
2	09/02	An Overview of Strategic Marketing. Planning, Implementing and Evaluating Marketing Strategies	Chapter 1 Chapter 2	
	Part II	Environmental Forces and Social And Ethical		Responsibilities
3	09/09	The Marketing Environment Social Responsibility and Ethics in Marketing	Chapter 3 Chapter 4	
	Part III	Marketing Research and Target	Market Analysis	
4	09/16	Marketing Research and Information Systems Target Markets: Segmentation and Evaluation	Chapter 5 Chapter 6	
	Part IV	Buying Behavior, Global and	Digital	Marketing
5	09/23	Consumer Buying Behavior Business Markets and Buying Behavior	Chapter 7 Chapter 8	
6	09/30	Reaching Global Markets Digital Marketing and Social Networking	Chapter 9 Chapter 10	
7	10/07	Marketing Plan Presentations Midterm		Group Presentations
8	10/14	Marketing Plan Presentations Midterm		Group Presentations

	Part V	Product Decisions		
9	10/21	Thanksgiving Reading Week	Enjoy!	☺
10	10/28	Product Concepts, Branding and Packaging Developing and Marketing Products	Chapter 11 Chapter 12	
11	11/04	Services Marketing	Chapter 13	
	Part VI	Distribution Decisions		
11	11/11	Marketing Channels and Supply-Chain Management	Chapter 14	
12	11/18	Retailing, Direct Marketing and Wholesaling	Chapter 15	
	Part VII	Promotion Decisions		
12	11/18	Integrated Marketing Communications	Chapter 16	
13	11/25	Advertising & Public Relations Personal Selling and Sales Promotion	Chapter 17 Chapter 18	
	Part VIII	Pricing Decisions		
14	12/02	Pricing Concepts Setting Prices	Chapter 19 Chapter 20	Group Presentations
15	12/09	Marketing Plan Presentations Final Examination		Group Presentations

Note: This schedule may be modified in part or in whole as necessary.

Have a great term! ☺