

Principles of Marketing
UNIVERSITY OF HAWAII – WEST OAHU
BUSA 300 - Section 4
R 7-9:45pm
Fall 2013

Lecturer: Mrs. Leslie Rush

Office Hours: Thursdays from 6:30 pm to 7:00 pm in D140

Email: Lrush@hawaii.edu

Email is the best way to get a hold of me. I check my email daily Monday through Friday. You can expect a response within 24 - 48 hours. Please include "BUSA 300" in the subject line as the topic of your email or question.

Purpose of course

Examines the revolution in marketing. Applies the fundamental principles of successful marketing including segmentation, targeting, product development, positioning, packaging, placement, pricing, promotion, service, and relationship-building to the development of marketing plans.

Course Objectives and Learning Outcomes

Upon completion of this course, students should be able to achieve the following:

1. Demonstrate effective written communication skills of price, product, place and promotion in marketing. (ILO1) (DLO1)
2. Understand buyers and markets in a global and domestic environment. (ILO2) (DLO2)
3. Explain how to target and satisfy market opportunities for products and services. (ILO4) (DLO3)

Required textbook

Marketing, The Core 4th. Ed. Authors: Berkowitz, Kerin, Hartley, Rudelius. Publisher: Irwin McGraw-Hill

Lecture Notes

Class lecture notes will be available on *Laulima*, a UH System course management application <http://uhwo.hawaii.edu>. They will be posted on Sunday evening, prior to each week. Please bring notes to each class period in order to follow along effectively.

Grading

Grading Elements	Due Dates	Points
Homework Assignments	each week (lowest dropped)	110
Class Participation	each week	50
Term Paper	Nov 21	100
Midterm Exam	Oct 3	100
Final Exam	Dec 12	140
Total possible		500

Percentile Grading System

97% - 100% = A +	87% - 89.99% = B +	77% - 79.99% = C +	67% - 69.99% = D +
94% - 96.99% = A	84% - 86.99% = B	74% - 76.99% = C	64% - 66.99% = D
90% - 93.99% = A -	80% - 83.99% = B -	70% - 73.99% = C -	60% - 63.99% = D -

The final course grade will be based on how many points have been earned during the semester. Grades will be maintained on *Laulima* and updated at the time of each exam.

Homework (22% of total grade)

A total of 12 homework assignments will be assigned, of which the lowest homework grade will be dropped. The total points possible per homework assignment are 10, for a total of 110 points possible for the semester after dropping the lowest homework assignment grade. Homework assignments are meant to prepare you for the exams.

There are **no excused absences** or allowances to accept late homework, if one is missed that will be counted as the lowest homework piece dropped.

Class Participation (10% of total grade)

In-class participation exercises will be assigned weekly. The total points possible for class participation exercises are 50 points for the semester. Class participation exercises are meant to prepare you for the exam as well as fine-tune your professional public speaking and presentation skills.

There are **no excused absences** or allowances to miss a class participation exercise.

Term Paper (20% of total grade)

Research the importance of the 4 p's in marketing (price, product, place, promotion). Give 3 examples of organizations that have successfully implemented the 4 p's and what the future holds for them. In your paper, discuss how successful they were in their marketing strategy. Cite your paper and follow the APA format. A total of 100 points are possible for your Term Paper. Paper length should be roughly 5 pages long.

It is highly recommended that you meet with someone at the UHWO No`eau Center (located in the library) to help you develop your paper.

Exam Policies (48% of total grade)

Exams are made up of any content covered in the lecture notes and your required chapter readings. Points will be derived from multiple choice and short answer questions. To best prepare for each exam, review all lecture notes posted on *Laulima*, read each assigned chapter ahead of time, participate in class and ask questions!

Make-up exams are extremely difficult to arrange and are generally given only for documented medical emergencies! If an emergency occurs, send an email to Leslie Rush at Lrush@hawaii.edu as soon as possible and await further instructions.

Extra Credit

Extra credit work may be assigned during the semester at the instructor's discretion.

Cheating

Any student who is caught cheating or plagiarizing on **any** graded assignment will be given an **F** in the class. See below for the University's Policies.

University Student Services

UHWO will make reasonable accommodations for students with documented disabilities. You need to contact the Student Services Office as early in the semester as possible to ensure that your needs are met in a timely manner. Please contact Janice Takaki (Student Services Specialist) at takaki@hawaii.edu if you have any questions relating to accommodations for students with disabilities.

Credit Hours:

The UHWO Credit Hour Policy states that students in a 3-credit course are expected to devote a minimum of 9-hours a week (135 hours/semester) on course related work (see UHWO General Catalog). The work assigned in this course meets the stated student learning outcomes in the UHWO Credit Hour Policy. To achieve adequate learning in this course, it is expected that students will need to devote a minimum of 9 hours a week attending scheduled class meetings, completing assigned readings, working on the study questions, researching and writing the reaction papers, and studying for scheduled exams and quizzes.

Academic Dishonesty

In accordance with the University of Hawaii – West Oahu policy on academic dishonesty contained in the University of Hawaii – West Oahu General Information and Catalog, there will be no tolerance for plagiarism and cheating.

Cheating is defined as "... giving or receiving unauthorized assistance during an examination; obtaining unauthorized information about an examination before it is given; using inappropriate or unallowable sources of information during an examination; altering answers after an examination has been given" "Cheating includes but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; (3) the acquisition, without permission, of tests or other academic material belonging to a member of the UH faculty, staff or student and; (4) engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion."

Plagiarism is "...submitting in fulfillment of an academic requirement, any document that has been copied in whole or in part from another individual's work without attributing that portion to the individual; neglecting to identify as a quotation, another's idea and particular phrasing that was not assimilated into the student's language and style or paraphrasing as passage so that the reader is misled as to the source; submitting the same written or oral material in more than one course without obtaining authorization from the instructors involved ..." "It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials."

If a student is caught cheating or plagiarizing the student will receive an **F** for the course.

UH West Oahu has a license agreement with iParadigms, LLC for the use of their plagiarism prevention and detection service popularly known as *Turnitin*. Faculty may use *Turnitin* when reading and grading you assigned work may be submitted to and screened by *Turnitin*. *Turnitin* rates work on originality based on exhaustive searches of billions of pages from both current and archived instances of the Internet, millions of student papers previously submitted to *Turnitin*, and commercial databases of journal articles and periodicals. *Turnitin* does not make a determination if plagiarism has taken place. It makes an assessment of the submission's originality and reports that to the course instructor. These Originality Reports are tools to help your teacher locate potential sources of plagiarism in submitted papers.

All papers submitted to *Turnitin* become part of the *Turnitin* reference database solely for the purpose of detecting plagiarism. Use of *Turnitin* is subject to the Usage Policy as posted on the Turnitin.com website.

Dates	Topic and Readings	HW: due at beginning of class each Thurs.
Week 1 August 29	Introduction / Syllabus Chapter 1 – Creating Customer Relationships and Value through Marketing (p.2)	HW: CH 1 Questions 1 - 7
Week 2 Sept 5	Chapter 2 – Developing Successful Marketing and Organizational Strategies (p.20)	HW: CH 2 Questions 1 - 6
Week 3 Sept 12	Chapter 3 – Scanning the Marketing Environment (p.58)	HW: CH 3 Questions 1 - 6
Week 4 Sept 19	Chapter 4 – Ethical & Social Responsibility in Marketing (p. 78)	HW: CH 4 Questions 1 - 4
Week 5 Sept 26	Chapter 5 – Understanding Consumer Behavior (p. 94) and Review for Midterm	HW: CH 5 Questions 1 - 4
Week 6 Oct 3	Midterm Exam on Chapters 1-5	No HW Due
Week 7 Oct 10	Chapter 6 – Understanding Organizations as Customers (p. 118)	HW: CH 6 Questions 1 - 4
Week 8 Oct 17	Chapter 7 – Understanding and Reaching Global Customers and Markets (p. 136)	HW: CH 7 Questions 1 - 4
Week 9 Oct 24	Chapter 8 – Marketing Research: From Customer Insights to Actions (p. 160)	HW: CH 8 Questions 1 - 7
Week 10 Oct 31	Chapter 9 – Market Segmentation, Targeting, and Positioning (p.186)	HW: CH 9 Questions 1 - 6
Week 11 Nov 7	Chapter 10 – Developing New Products and Services (p.208)	HW: CH 10 Questions 1 - 8
Week 12 Nov 14	Chapter 11 – Managing Successful Products, Services, and Brands (p. 232)	HW: CH 11 Questions 1 - 4
Week 13 Nov 21	Chapter 12 – Pricing Products and Services (p. 260)	HW: CH 12 Questions 1 - 5 Term Paper due 11/21
Week 14 Nov 28	No Class - Thanksgiving	No HW due
Week 15 Dec 5	Review on Chapters 6-12	
Dec 12	Final Exam Ch 6-12	