Note to prospective students: This syllabus is intended to provide students who are considering taking this course an idea of what they will be learning. A more detailed syllabus will be available on the course Canvas site for enrolled students and may be more current than this sample syllabus.

BA 290 Introduction to Careers in Marketing (Online)
College of Business, Oregon State University

Course Credits: 3 credits
Prerequisites: Sophomore standing

Course Description (for course catalogue)
Explores marketing careers through the experiences, examples and perceptions of current marketing professionals. Introductory language and principles of marketing are introduced and examined through real world examples. Presents various careers within marketing.

Course Format
This course takes place online. Students will not need to log in at the same time; however, students should plan to log in at least two or three times each week to participate in class discussions and interact with the instructor. Through Canvas, students will have access the learning materials, such as the syllabus, class discussions, assignments, and projects. For technical assistance, please visit Ecampus Technical Help.

Required Text: Careers in Marketing
McGraw-Hill Professional; 4 edition
Additional readings may be assigned. Reference week by week assignments for supplemental readings.

NOTE: For textbook accuracy, please always check the textbook list at the OSU Bookstore website. Sample syllabi may not have the most up-to-date information. Students can also click the ‘OSU Beaver Store’ link associated with the course information in the Ecampus schedule of classes for course textbook information and ordering.

Course Objectives and Learning Outcomes
Introduction to Careers in Marketing is a 200-level course for business and non-business majors interested in exploring marketing through the perspectives of current marketing professionals. This is an elective course.

- The primary goal of this course is to introduce students to possible careers in marketing.
- Careers will be discussed in connection with the four marketing specializations within the OSU College of Business: Marketing Insights and Analytics Specialization, Merchandising Specialization, Creative Marketing Specialization, and Sales Specialization.
• The course will present basic terminology and practices common in professional marketing through the perspectives and experiences of current marketing professionals.
• By the end of the course, students will be able to identify careers within marketing and the skills and responsibilities associated with those specific career paths.

Assignments and Grades
Your grade will be based upon your performance on the following assignments and exams:

• Introduce Yourself on Canvas = 10 points
• Arrange a Proctor – no points assigned but must be approved in order to take first exam
• Meeting with Career Success Center = 40 points
• Quizzes = 20 points (5 points each)
• Interview question submission – 20 points
• Mock interview submission – 40 points
• Career Interview Paper = 100 points
• GAP Analysis = 110 points
• Participation in (nearly) weekly discussions (10 pts each) = 60 points.
• Final exam = 200 points

Total of 600 points for the course

Expectations for Student Conduct
Student conduct is governed by the university’s policies, as explained in the Student Conduct Code.

Academic Integrity
Students are expected to comply with all regulations pertaining to academic honesty. For further information, visit Student Conduct and Community Standards, or contact the office of Student Conduct and Mediation at 541-737-3656.

Academic Dishonesty
According to OSU student conduct regulations, academic dishonesty is defined as an intentional act of deception in which a student seeks to claim credit for the work or effort of another person or uses unauthorized materials or fabricated information in any academic work. Refer to the OSU Student Conduct code (576-015-0020) for a comprehensive definition of academic dishonesty. All cases of suspected academic dishonesty will be handled in strict accordance with OSU policy and College of Business policy.

Statement Regarding Students with Disabilities
Accommodations for students with disabilities are determined and approved by Disability Access Services (DAS). If you, as a student, believe you are eligible for accommodations but have not obtained approval please contact DAS immediately at 541-737-4098 or at http://ds.oregonstate.edu. DAS notifies students and faculty members of approved academic accommodations and coordinates implementation of those accommodations. While not required, students and faculty members are encouraged to discuss details of the implementation of individual accommodations.
Assignment Descriptions

Introduce Yourself
During the first week of classes, you must participate in a discussion board where you introduce yourself to the instructor and your peers. Introduce yourself to the class and read your classmates’ postings. You do not need to create a homepage. Simply introduce yourself and tell us what area of marketing you are most excited to learn about and why.

Arrange a Proctor
Within the first three weeks of class you must arrange a proctor for your exams. The mid-term and final exams must be proctored. You are responsible for scheduling your exam times and coordinating a proctor (please note, Ecampus must approve your proctor). You have four options for proctored tests:

1. The Corvallis Campus Proctoring Service
2. An Oregon Testing Center
3. Find your own proctor
4. ProctorU (an online proctoring service)

Whichever option you choose, you must fill out the Exams and Proctoring Form found on the Ecampus website. http://ecampus.oregonstate.edu/services/proctoring/

All proctors must be approved by Ecampus. Once you have arranged a proctor, send your proctor’s name and contact information to the course instructor: Amanda.Terhes@bus.oregonstate.edu.

Note: The Corvallis Campus Proctoring Service does not typically post its exam schedule until week 3 of the term which means that you may not be able to schedule an exam time until week 3. Please check the Ecampus website directly to learn when you can schedule your exam. If you are scheduling an off-campus proctor, you may schedule your proctor any time before the first exam (preferably sooner than later). The first exam is during the 6th week of school, so please make arrangements ahead of time. Ecampus must approve your proctor and you must inform your instructor of your proctor information.

If you have questions about setting up a proctor, please direct them to Ecampus:
Email: EcampusTesting@oregonstate.edu
Phone: 800-667-1465 or 541-737-9281
Website: http://ecampus.oregonstate.edu/services/proctoring/

Exams
There will be a final exam for this course. The exam questions may be multiple-choice or true/false in format and will be representative of the material covered in the lecture notes, reading assignments, and video segments.

Exam Policies: The final exams will be closed notes, closed book and will be open starting the Sunday of finals week. You will have 90 minutes to complete the exam (40-60 questions).

Makeup or late exams will not be given, so please plan ahead. It is suggested that you avoid scheduling exam times over the weekend as it is difficult to obtain assistance on the weekends if something goes wrong.

Quiz
A quiz will be given in weeks 2, 3, 4 and week 7. The quizzes will include roughly 5 questions and include information from the weekly readings and videos. You do not need a proctor for the quizzes. This is an opportunity for you to get a feel for what the final exam questions will look like and practice taking online exams.

**Weeks 1–3 Meeting with Career Success Center**
Students will need to set up either an in-person or WebEx meeting with the Career Success Center at the CoB. Detailed instructions are included in the weekly Canvas update.

**Weeks 2–4 Career GAP analysis**
Through online career resources, students will create a list of skills and knowledge needed for a specific chosen career path. A worksheet will be provided to help determine which of the skills and knowledge the student already possesses and where they need additional help.

**Week 4–9 Preparation for Interview paper**
Over the course of five weeks, students will practice writing interview questions, record a mock online interview and set up and conduct an interview with a marketing profession of their choice. The project will culminate with a paper outlining the process and learning.

**Marketing Career Interview Paper**
By the end of week 9 you will need to have interviewed someone in an area of marketing and written a short paper summarizing your interview.

Your paper should include:
1. Name, title and company of the person you interviewed.
2. Why you chose that area of marketing to examine.
3. Summary of the questions/answers from your interview.
4. What did you learn or perhaps what surprised you about that specific career or area of marketing?

The paper should not exceed two pages in length (double spaced, 11 or 12 point font with 1 inch margins). You may use bullet points.

**Tips on How to Receive Full Credit on Written Assignments**
- Take care with grammar, spelling and punctuation. You will lose points for poorly written assignments.
- Touch on all four numbered questions in the list above.
- Late papers will not be accepted.

**Discussion Board Assignments**
You will also participate in online discussions based on questions drawn from the assigned reading and videos.

**Tips on How to Receive Full Credit for discussion board posts**
- Take care with grammar, spelling and punctuation. You will lose points for poorly written responses.
- Use terms and concepts from the textbook and assigned readings to support your response.
• A one sentence peer response is unlikely to receive full credit. Similarly, simply writing, “I agree” or “I disagree” will not get you full credit unless you elaborate on your statement and explain why you agree or disagree.
• Responding to your own posts, does not count as a “peer response.” You are required to seek out another student’s original post and respond to that person’s thought(s).

**Expectations**
• The discussion board is your space to interact with your peers and respond to their statements. It is expected that you will participate in a mature and respectful fashion.
• Participate actively in the discussions, having completed the readings and thought about the issues.
• Pay close attention to what your classmates write in their online comments. Ask clarifying questions to shed new light on the topic, rather than to minimize or devalue comments.
• Disagree with ideas, but do not make personal attacks. Do not demean or embarrass others.
• Think through and reread your comments before you post them.
• Assume the best of others in the class and expect the best from them.
• Value the diversity of the class. Recognize and value the experiences, abilities, and knowledge each person brings to class.

**GRADING:** Please note that I do not grade on a "curve."

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93% or above</td>
</tr>
<tr>
<td>A–</td>
<td>90-92.99%</td>
</tr>
<tr>
<td>B+</td>
<td>89.9-87%</td>
</tr>
<tr>
<td>B</td>
<td>86.99-83%</td>
</tr>
<tr>
<td>B–</td>
<td>82.99-80%</td>
</tr>
<tr>
<td>C+</td>
<td>79.99-77%</td>
</tr>
<tr>
<td>C</td>
<td>76.99-73%</td>
</tr>
<tr>
<td>C–</td>
<td>72.99-70%</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69.99%</td>
</tr>
<tr>
<td>F</td>
<td>&lt;59.99% or below</td>
</tr>
</tbody>
</table>

**Student Assistance:**
**Contacting the instructor** — For matters of personal nature, email your instructor, Amanda Terhes, at Amanda.terhes@bus.oregonstate.edu. Please post all course-related questions in the General Discussion Forum so that the whole class may benefit from the conversation.

**Technical Assistance** — If you experience computer difficulties, need help downloading a browser or plug-in, need assistance logging into the course, or if you experience any errors or problems while viewing parts of your online course, contact the OSU Help Desk for assistance. You can call (541) 737-3474, email osuhelpdesk@oregonstate.edu or visit the OSU Computer Helpdesk online.

**Proctor Assistance** – For questions regarding the use of proctors and scheduling exams, please contact Ecampus.

- Email: Ecampus@oregonstate.edu
- Phone: 800-667-1465 or 541-737-9204
- Website: [http://ecampus.oregonstate.edu/services/proctoring/](http://ecampus.oregonstate.edu/services/proctoring/)

**TUTORING**
For information about possible tutoring for this course, please visit our Ecampus NetTutor page. Other resources include:
STUDENT EVALUATION OF TEACHING
The online Student Evaluation of Teaching form will be available in week 9 and will close at the end of finals week. You will be sent instructions via ONID by the Office of Academic Programs, Assessment, and Accreditation. You will log in to “Student Online Services” to respond to the online questionnaire. The results on the form are anonymous and are not tabulated until after grades are posted. Course evaluation results are very important and are used to help improve courses and the learning experience of future students. Results from questions are tabulated anonymously and go directly to instructors and unit heads/supervisors. Unless a comment is “signed,” which will associate a name with a comment, student comments on the open-ended questions are anonymous and forwarded to each instructor. “Signed” comments are forwarded to the unit head/supervisor.

REFUND POLICY INFORMATION
Please see the Ecampus website for policy information on refunds and late fees.