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 site for enrolled students and may be more current than this sample syllabus.

### BA 390 Principles of Marketing (Online)
**College of Business, Oregon State University**

**Instructors:** Nicole Brown, M.A., and guest lecturer Dr. James McAlexander

**Office Hours:** Telephone or video conferences by appointment

**Phone:** (541) 737-6562

**Email:** nicole.brown@bus.oregonstate.edu (Please include in the subject line of email correspondence: BA 390 Online)

**Course Credits:** 4 credits

**Enforced Prerequisites:** ECON 201 or ECON 201H

**Other Prerequisites:** junior standing

**Course Objectives/Learning Outcomes**

Principles of Marketing is a junior level course required of all business majors. The primary goal of this course is to introduce the student to the concepts that are important for the creation of successful interfaces between the firm and its customer constituents. As an additional objective, this course will familiarize the student with terminology and practices common to professional marketing. Upon the conclusion of this course, the student should understand fundamental marketing issues, the place of marketing in the firm, and the different functions of marketing.

**Course Format**

This course takes place online, asynchronously. This means there is no specific time when everyone needs to log in all at once; however, please plan to log in to participate at least two or three times each week.

**Canvas**

This course will be delivered via Canvas where you will interact with your classmates and with your instructor. Within the course Canvas site, you will access the learning materials, such as the syllabus, class discussions, assignments, projects, and quizzes. To preview how an online course works, visit the Ecampus Course Demo. For technical assistance, please visit Ecampus Technical Help.

**Communication**

Please post all course-related questions in the General Discussion Forum so that the whole class may benefit from our conversation. For matters of a personal nature, email your instructor, Nikki Brown, at nicole.brown@bus.oregonstate.edu. I will hold virtual office hours on Wednesdays from 10am-11am. This means I will be online and able to answer questions. There are many tools we can use to communicate with each other (e.g., email, chat, General Discussion Forum, Skype, phone). Please schedule an appointment in advance. In general, I will reply to course-related questions and email.
within two business days. I will strive to return your assignments and grades for course activities to you within five days of the due date.

**Required Texts**

**Optional supplemental materials:** “My Marketing Lab” is an online study tool offered by Pearson Inc, the publisher of your marketing textbook for this class. It is not required, nor is it endorsed by your instructors, but it is a resource available to you. The fee is ~$40. If you are interested in purchasing access to this resource, please contact your instructor.

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

1. Participation Assignments 100 points
2. Discussion Board Assignments (4@150 points each) 600 points
3. SWOT Analysis 300 points
4. Exam 1 1000 points
5. Exam 2 1000 points
6. Exam 3 1200 points

**PARTICIPATION ASSIGNMENTS (10-20 points each)**
Throughout the course, you will participate in a series of “mini-assignments.” These assignments are intended to encourage participation and engagement with the course material. The assignments are graded as complete (full-credit) or incomplete (no credit). Participation assignments are in weeks 1, 3, 5, and 10.

**Introduce Yourself**
Your first participation assignment will occur during Week 1. You will participate in a required discussion board where you introduce yourself to the instructor and your peers. To receive credit, you must post an introduction and respond to at least two other student posts.

**Arrange a Proctor**
This course requires that you take exams under the supervision of an approved proctor. Proctoring guidelines and registration for proctored exams are available online through the Ecampus testing and proctoring website. It is important to submit your proctoring request as early as possible to avoid delays.

One of your first tasks for the term will be to arrange a proctor for your exams. **You are responsible for scheduling your own exam times and coordinating a proctor. All proctors must first be approved by Ecampus.** Once you have arranged a proctor and received approval from Ecampus, you will submit your proctoring information (e.g., name of proctor or testing center and contact information) on Canvas. You are asked to submit your proctor’s information to the course instructor as a courtesy, but this is not a substitute for obtaining Ecampus approval.

If you have questions about setting up a proctor, please direct them to Ecampus:

This course is offered through Oregon State University Extended Campus. For more information, contact:

Web: ecampus.oregonstate.edu  Email: ecampus@oregonstate.edu  Telephone: 800-667-1465
Discussion Board Assignments (4 required assignments each worth 150 points)
Five company video cases are presented throughout the course. Students will participate in at least four online discussions based upon questions drawn from the assigned video cases. You may select which four discussions to participate in, but you must contribute to at least four out of the five.

Discussion board grades will be based upon the quality of contributions and how actively students participate and contribute. You will be required to post a reaction to assigned questions by Wednesday AND submit at least two responses to classmate posts for each assignment by Sunday in the weeks discussion board assignments are due.

You have the opportunity to complete all 5 discussion board assignments, in which case your lowest score will be dropped. **LATE CONTRIBUTIONS FOR ONLINE DISCUSSIONS WILL RECEIVE NO CREDIT!** We recommend completing all five discussion board assignments in order to receive the highest score possible.

**SWOT Analysis**
In teams of 2-3, students will be assigned to write a SWOT (strengths, weaknesses, opportunities, threats) analysis on a company highlighted in one of the Company Video Cases presented in the course. The SWOT analysis will be completed at different times for the different teams (due dates are assigned by group/last name). Please refer to the course schedule for due date information. Students must watch the assigned video case and prepare a SWOT analysis on that company. The SWOT Analysis may be submitted as either a Word document or a PowerPoint. There is no minimum length requirement, but the analysis must address all required topic areas and be thoughtful, creative, and relevant to the assigned company.

The SWOT Analysis will be graded based on the sophistication of the written contribution and the quality of the presentation of the information (e.g., grammar). **Points will be deducted for poorly prepared written assignments.** Papers must be submitted to Canvas by 11:59pm on Sunday the week they are due. **Late papers will not be accepted.**

**EXAMS**
There will be 3 exams, (2 midterm exams equally weighted at 1000 points; final exam 1200 points). Exams will be "generally" non-cumulative (the second and third exams may cover topics that are of fundamental importance to the course, such as a question that addresses the "marketing concept"). Exams will occur during the 4th, 7th, and 11th weeks of the course. The exam questions may be multiple-choice or true/false in format and representative of the material covered in the weekly lecture notes, reading assignments, and video segments.

- EXAM 1: (Chapters 1-6, lecture notes, assigned readings and videos)
- EXAM 2: (Chapters 7-12, lecture notes, assigned readings and videos)
- FINAL EXAM: (Chapters 13-20, lecture notes, assigned readings and videos)

**Exam Policies:** The exams will be closed notes, closed book. All exams will be open for 5 days, from Monday through Friday during exam weeks. You will have 90 minutes to complete the midterm exam (40-60 questions) and 110 minutes to complete the final exam (60 questions). The exam questions may
be multiple-choice or true/false in format and representative of the material covered in the weekly lecture notes, reading assignments, and video segments. Makeup exams will be given only for missed exams excused in advance by the instructor and even then only in unusual circumstances. Makeup exams will not be given for airline reservations, routine illness (colds, flu, stomach aches), or other common ailments.

**GRADING:** Please note that grades are “earned” by you and not given by the instructor. There is no curve in this class.

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**Guidelines For Online Participation**

Students are expected to conduct themselves in the course (e.g., on discussion boards, email) in compliance with the university’s regulations regarding civility.

Civility is an essential ingredient for academic discourse. All communications for this course should be conducted constructively, civilly, and respectfully. Differences in beliefs, opinions, and approaches are to be expected. In all you say and do for this course, be professional. Please bring any communications you believe to be in violation of this class policy to the attention of your instructor.

- Please complete the readings and view other instructional materials for each week before participating in the discussion board.
- Participate actively in the discussions, having completed the readings and thought about the issues.
- The discussion board is your space to interact with your peers and respond to their statements. It is expected that each student will participate in a mature and respectful fashion.
- Pay close attention to what your classmates write in their online comments. Ask clarifying questions, when appropriate. These questions are meant to probe and shed new light, not to minimize or devalue comments.
- Think through and reread your comments before you post them (and check for typos).
- 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.
- Disagree with ideas, but do not make personal attacks. Do not demean or embarrass others.
- Challenging the ideas held by others is an integral aspect of critical thinking and the academic process. Please word your responses carefully, and recognize that others are expected to challenge your ideas. A positive atmosphere of healthy debate is encouraged.

**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.

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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.

College of Business Code of Honor

A code of honor represents the moral commitments of those abiding to it. While each person lives by his or her personal code, the establishment of collective values creates a universal goal to which we can aspire. It is through the pursuit of these professional attributes that we reduce the possibility of immoral actions ourselves.

In order to uphold our personal character and the organization that we proudly call our own, we take this oath.

**Integrity**
The quality of being honest and having strong moral principles, integrity stands as the backbone of character and is essential for success.

**Respect**
Respect for others and yourself is a commitment to the fair treatment of and the fair competition with others. Through respect we embolden the character of others and ourselves.

**Responsibility**
We are held accountable for our words and actions as professionals to embed a steadfast commitment to honor in our decisions.

Technical Assistance
If you experience computer difficulties, need help downloading a browser or plug-in, assistance logging into the course, or if you experience any errors or problems while in 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.

- COURSE DEMO
- GETTING STARTED

Statement Regarding Students with Disabilities
Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 737-4098.

Tutoring
NetTutor is a leading provider of online tutoring and learner support services fully staffed by experienced, trained and monitored tutors. Students connect to live tutors from any computer that has Internet access. NetTutor provides a virtual whiteboard that allows tutors and students to work on problems in a real time environment. They also have an online writing lab where tutors critique and return essays within 24 to 48 hours. Access NetTutor from within your Canvas class by clicking on the NetTutor link in the course menu.

OSU Student Evaluation of Teaching
Course evaluation results are extremely important and are used to help me improve this course and the learning experience of future students. Results from the 19 multiple choice questions are tabulated anonymously and go directly to instructors and department heads. Student comments on the open-ended questions are compiled and confidentially forwarded to each instructor, per OSU procedures. The online Student Evaluation of Teaching form will be available toward the end of each term, and 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.

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