Joe Barnes, Senior Instructor
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**COURSE OVERVIEW**

This is an introductory course in marketing for students who have not had a previous marketing course or extensive marketing practical experience. The course has several objectives, in addition to introducing the basic terms and concepts of the field. It will also provide opportunities to apply the marketing concept to business strategy and to develop a strategic marketing plan within an integrated business framework. The course will include a section on personal branding for career success.

The course will include lectures written and shared online, written and in-class discussions, case analyses, videos, and exercises. You can best broaden your knowledge by actively participating with questions, ideas, interpretations, and comments.

You will also be working collaboratively in assigned teams. You will also create a written strategic marketing plan and presentation for a real business.

**LEARNING OUTCOMES**

It is expected that upon completion of this course, you will be able to:

1. Define marketing and outline the steps in the marketing process.
2. Explain the importance of understanding customers and the marketplace, and identify the five core marketplace concepts.
3. Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.
4. Analyze qualitative and quantitative consumer data for use in determining appropriate marketing techniques that align with an organization’s strategic focus, culture, and current business processes.
5. Recommend product, price, promotional, and distribution strategies for a pre-defined target market through organizational marketing plans.
6. Maximize internal and external opportunities through the integration of marketing concepts, theories, and models.
7. Develop effective marketing strategies that address commercial, legal, and cultural aspects in global business environments.
8. Analyze marketing practices for compliance with legal systems, regulatory standards and ethical practices.

**HOW THE CLASS WORKS**
• Generally speaking….
• The weekend, Monday and Tuesday should be spent on reading/viewing module content.
• Written discussion posts are due by Tuesday night, and will be discussed in class on Wednesdays.
• Each week you and your team will submit a milestone paper due Thursday night. We will discuss those in class.
• There will be a midterm and a final exam.
• Teams will submit a final written marketing plan and present the plan in class.

WRITTEN DISCUSSIONS:
You are required to submit one (1) initial post and one follow up commenting on one of your peers for each discussion board assignment.
For your initial post, you must do the following:
Compose a post with a minimum of two well thought out paragraphs that respond to all aspects of the weekly question.
Reply to at least one classmate post with a minimum of two well thought out paragraphs.
Have notes on your discussion post as we will discuss these in class.

Please include reference sources to support your discussion points, as appropriate (using proper citation methods for your discipline). These may come from the textbook or from independent research. Relevant and interesting graphics, Infographics, and videos are also encouraged.

“Well thought out” means: Organized relevant content, clarifies explanations, draws insightful conclusions that are thoroughly defended with evidence and examples and are clearly stated. It does not mean: “Hey Jim, nice post. I liked the part about…..” etc. I count on you for critical thinking and analysis.

Discussion work is expected to be collaborative, not posting for points; for this reason, no late discussion posts are accepted.

MARKETING PROJECT
In the first week of the course, I will assign each team course project.

Each week you will have an assignment that correlates to one part of a strategic marketing plan. For example, in one week you will be asked to develop a SWOT (Business Strengths, Weaknesses, Opportunities and Threats Analysis), in another week you will be asked to identify the customers targets for your business, in another week you will be asked to create a promotion plan, etc.

The business will be a small (local) to medium (local/regional only) size business.

Your final plan will be delivered in two forms:
1. PowerPoint presentation shared with the class.
2. Written marketing plan.

REQUIRED MATERIAL

Note: If you have a different edition, remember it may be similar but not exact. When you see reading assignments in the course, please make sure you select the Chapter Topic description, as some chapter numbers are not exactly the same in both editions.

Ethics Made Easy, by Joseph Barnes. Available through the SU bookstore, or https://www.businessexpertpress.com/books/social-media-ethics-made-easy-how-comply-ftc-guidelines/

GRADING
95-100%. A
90-94.99% A-
85-89.99% B+
80-84.99% B
75-79.99% B-
70-74.99% C+
65-69.99% C

LATE WORK POLICY
• Discussion work is expected to be collaborative, not posting for points; for this reason, no late discussion posts qualify for points.
• Weekly Papers: 50% point loss if submitted late.
• Final written plan and/or presentations: -25% if late one day, -50% if late two days.
• All dues/times are Pacific Time Zone.

WORKING AHEAD
• You may read ahead but no work may be submitted online prior to the start of a week.

WRITING EXPECTATIONS
To achieve the maximum number of points, please follow these expectations:
1. Answer all assignment questions in a detailed and detailed way. (A few sentences does not make a "paper").
2. Cite your sources using APA style (in-text and end of paper) and make it clear to the reader what is your writing, and what is the writing of a source.
3. Use correct grammar, spelling, capitalization, and punctuation.
4. On all assignments you submit include: Your name, date, assignment, and class.
5. Written discussions should be submitted inside the text box, not as an attachment.
6. Papers must be submitted as a Microsoft Word document or saved as an RTF document.
7. Final presentation submitted as PowerPoint or PDF.

If you encounter problems with Canvas, I count on you to contact the SU Help Desk immediately or Canvas support 24-hour chat to resolve the issue. If you have a computer problem, I count on you to find a computer you can use from a friend, a library, etc.
ATTENDANCE
Attendance and active class participation is part of your grade,
Your participation and attendance is important in this class starting on the first day of week one.

COMMON QUESTIONS
Q: I’m going on vacation, can I submit my discussion work early?
A: No. Discussion work is meant to be collaborative and about shared learning, not posting for points.

Q: I couldn’t post because I lost power, no Internet, Canvas wasn’t working, a space alien came down and snatched my work, etc.
A: As a future business leader I count on you to plan ahead and meet deadlines.

COURSE EXPECTATIONS AND RESPONSIBILITIES

Academic Honesty:
Academic integrity is expected in this class. Academic integrity means that you are expected to
approach all assignments within the letter and the spirit of the class rules and the Seattle University
Academic Integrity Policy.

These rules exist to maximize the learning experience for all students, preserve the integrity of the
class, and to help you practice the high level of integrity expected from business professionals. If you
have any doubt about whether anything related to this class meets the standards of integrity, you are
expected to disclose the particulars of the situation fully to me.

Academic dishonesty, as defined by university policy, will not be tolerated in any form. If you observe
instances of dishonesty, please report them to me immediately. University procedures will be used to
investigate reported instances of dishonesty. Seattle University is committed to the principle that
academic honesty and integrity are important values in the educational process. Academic dishonesty
in any form is a serious offense against the academic community. Acts of academic dishonesty will be
addressed according to the Seattle University Academic Honesty Policy. The policy can be found at:
http://www.seattleu.edu/regis/Policies/ If you are not sure whether a particular action is acceptable
according to the Academic Honesty Policy, you should check with your instructor before engaging in
it.

UNIVERSITY RESOURCES AND POLICIES

Academic Resources
- Library and Learning Commons (http://www.seattleu.edu/learningcommons/)
  (This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (found on Angel and SU Online)
Academic Policies on Registrar website

(https://www.seattleu.edu/registrar/academics/performance/)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

Notice for students concerning Disabilities:

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

SPECIAL MARKETING DATABASES AND RESOURCES

You will find excellent sources listed on this page: http://libguides.seattleu.edu/business

IBISWorld: Industry Research
eMarketer
Mergent Online (Excellent for company research)

On the following site you will find sources dedicated to marketing:
http://libguides.seattleu.edu/marketing

- Business Source Complete
  Search articles from thousands of business and scholarly journals. In addition, this resource provides access to company profiles, country reports, industry profiles, market research reports, and SWOT analyses.
- ABI/INFORM Trade & Industry (ProQuest)
  Search articles from thousands of business, trade, and scholarly journals.
Top journals in marketing
  - Journal of Consumer Research
  - Journal of Marketing
  - Journal of Marketing Research

Here is a site dedicated to psychographics: http://libguides.seattleu.edu/c.php?g=308463&p=2061781
Psychographics is the analysis of consumer lifestyles and behavior. Information is usually obtained by survey.

- Tapestry Segments ESRI
- Nielsen Claritas
- Market Segmentation: a guide to sources of information
# CLASS SCHEDULE
M/W/F 2:05 PM - 3:30 PM  3/28/2022 - 6/11/2022  Pigott Building, 102

<table>
<thead>
<tr>
<th>DATES</th>
<th>TOPICS</th>
<th>Reminders and Special Notes</th>
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<tbody>
<tr>
<td>Monday March 28</td>
<td>Introductions, Syllabus Review, Final Plan Expectations</td>
<td>Read Module 1 content before class</td>
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<td>Marketing Overview</td>
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<tr>
<td>Wednesday March 30</td>
<td>Creating and Capturing Customer Value</td>
<td>Read content in module 2 before class</td>
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<tr>
<td>Friday April 1</td>
<td>Marketing Strategy, Strategic Marketing Process, Creating the marketing SWOT</td>
<td>Read content in module 3 before class</td>
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<td>Monday April 4</td>
<td>Understanding the Marketing Mix, The 4P's a+ Publishing and Purpose</td>
<td>Read content in module 4 before class</td>
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<td>Wednesday April 6</td>
<td>Consumer Behavior, Different Models of Consumer, Consumer Decision-Making</td>
<td>Read content in module 5 before class</td>
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<td>Friday April 8</td>
<td>Consumer research, Gathering competitive intelligence</td>
<td>Read content in module 6 before class</td>
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<td>Monday April 11</td>
<td>Segmentation, Targeting, and Positioning</td>
<td>Read content in module 7 before class</td>
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<tr>
<td>Wednesday April 13</td>
<td>Pricing for products and services, Creating &quot;value added&quot; for customers</td>
<td>Read content in module 8 before class</td>
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<td>Friday April 15</td>
<td>No Class</td>
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<td>Monday April 18</td>
<td>Marketing Channels, Examination of types of marketing</td>
<td>Read content in module 9 before class</td>
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<td>Wednesday April 20</td>
<td>Advertising Techniques and Creative Storytelling</td>
<td>Read content in module 10 before class</td>
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<td>Friday April 22</td>
<td>Branding, Personal Branding</td>
<td>Read content in module 11 before class</td>
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<td>Monday April 25</td>
<td>Creating the Integrated Marketing Communications Strategy Plan</td>
<td>Read content in module 12 before class</td>
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<tr>
<td>Wednesday April 27</td>
<td>Bias in Marketing</td>
<td>Read content in module 13 before class</td>
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<td>Friday April 29</td>
<td>Corporate Social Responsibility in marketing</td>
<td>Read content in module 14 before class</td>
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<td>Monday May 2</td>
<td>Earned Marketing</td>
<td>Read content in module 15 before class</td>
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<td>Public Relations</td>
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<td>Sponsorships</td>
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<td>Wednesday May 4</td>
<td>Earned Marketing: Media Relations</td>
<td>Read content in module 16 before class</td>
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<td>Friday May 6</td>
<td>Nudge Marketing</td>
<td>Read content in module 17 before class</td>
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<td>Monday May 9</td>
<td>Sustainable Marketing</td>
<td>Read content in module 18 before class</td>
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<td>Wednesday May 11</td>
<td>Marketing Metrics: Measuring the Success of Your Plan.</td>
<td>Read content in module 19 before class</td>
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<td>Friday May 13</td>
<td>Presenting the Complete Marketing Plan</td>
<td>Read content in module 20 before class</td>
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<td>Monday May 16</td>
<td>Social Media Ethics</td>
<td>Read content in module 21 before class</td>
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<td>Creating Social Media Policies</td>
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<td>Wednesday May 8</td>
<td>Marketing and Consumer Privacy</td>
<td>Read content in module 22 before class</td>
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<td>Friday May 20</td>
<td>The future of marketing</td>
<td>Read content in module 23 before class</td>
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<td>Monday May 23</td>
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<td>Read content in module 24 before class</td>
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<td>Wednesday May 25</td>
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<td>Friday May 27</td>
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<td>Read content in module 25 before class</td>
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<td>Monday May 28</td>
<td>No Class</td>
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<td>Wednesday Jun 1</td>
<td>FINAL PRESENTATIONS</td>
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<td>Friday June 3</td>
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<td>Monday June 6</td>
<td>FINAL PRESENTATIONS</td>
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<td>Final Exam</td>
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