

# **BA223 - Principles of Marketing**

## **Spring 2015 Syllabus**

Instructor: **Rob Priewe**

North Santiam Hall 114 ~ 541-917-4563 ~ rob.priewe@linnbenton.edu

Class blog: robpriewe.blogspot.com ~ twitter: @robpriewe

### **Course Description (CRN 48804)**

This four-credit course provides an overview and understanding of modern marketing, promotion and public relations. We're going to sell stuff! Products. Services. Ideas. We'll learn how by building our knowledge of marketing basics and putting to work the business skills you've already developed. While it would be beneficial if you've already succeeded in BA101-Introduction to Business, I'm willing to bank on your enthusiasm even if you have little prior experience in business.

### **Course Schedule**

10-11:50 a.m. Tuesday and Thursday in McKenzie Hall, Room 107.

### **Goals of this Course**

- Learn the basics of marketing, from product development and research, to strategy and advertising/public relations.
- Become proficient at recognizing and responding to customer behavior.
- Acquire the tools necessary to create and execute a marketing plan for a client.
- Become knowledgeable about trends and new developments in business and marketing and learn ways to stay ahead of the curve.
- Build a portfolio of work that you can share with colleagues, connections and future clients and employers.

### **Texts**

- **"Purple Cow: Transform Your Business by Being Remarkable"** by Seth Godin (Required) *Copy on reserve at LBCC Library.*
- **"Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver"** by Dave Kerpen (Required) *Copy on reserve at LBCC Library.*
- **"Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World"** by Gary Vaynerchuk (Required) *Copy on reserve at LBCC Library.*

### **About the Instructor**

In addition to my passion for marketing in all forms, you'll discover my expertise in journalism,

where I've focused most of my career. I teach journalism classes at LBCC and I serve as the adviser to The Commuter, our school's award-winning newspaper and online information source.

My master's degree, however, is in marketing, public relations and business strategy. I have more than 20 years of experience in business, where marketing was a reality of everyday work. So I'm glad to be a resource for ideas, insights and contacts as you move ahead in your education or business endeavors.

### **Grading**

- **Weekly Marketing Blog Forum** (100 points)
  - **Weekly Quiz** (80 points)
  - **Marketing Plan Project** (100 points)
  - **Final Exam** (100 points)
  - **Participation** (50 points)
  - **Portfolio** (50 points - Cover Letter, marketing blog and online LinkedIn profile)
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- A – 90 to 100 percent (432 or more points)
  - B – 80 to 89 percent (384 to 431 points)
  - C – 70 to 79 percent (336 to 383 points)
  - D – 60 to 69 percent (288 to 335 points)
  - F – 59 percent and below (287 points and below)

***Total possible points -- 480***

**Weekly Marketing Blog Forum** (100 points) -- Students will create an online public blog where they will share interesting leads they discover about marketing and business. They also will answer weekly queries posted on Moodle and based on the course subject that is trending. In addition to adding various components to your blog (e.g. personal biography, blogroll, archives), you are encouraged to post other writing and commentaries related to the course subject. *Here's one way you may be able to earn extra credit!*

Students are urged to use Blogger as the platform for their blog, though WordPress or another platform can be used. You can find links to the blogs of all the students in this class at "Rob's Class Blog" -- **robprieve.blogspot.com**

Your Forum grade will be based on a variety of factors, including grammar and spelling (remember, these reflect on your abilities as a marketer); content that goes beyond a casual observation; and unique elements such as photos and videos (*Properly attributed and*

*permitted!)*.

**Weekly Quiz** (80 points) -- Each week students will get a 10-question quiz based on that week's course subject. These are "open book" quizzes, meaning students can use any resources they like (e.g. the internet, textbooks) with the exception of their classmates. This is not a "crowdsourcing" activity, if you know what I mean. The quizzes are intended as a way to focus your attention each week on the relevant course subjects and see what you already know and don't know. Quizzes will be posted after class on Tuesday, and must be completed before the start of class Thursday.

**Marketing Plan Project** (100 points) -- Throughout the term you will work on a "real" marketing plan that will be "delivered" to your client at the end of the term. With a partner, you will work to build on the plan throughout the term using the tools that we learn about from week to week (e.g. market research, SWOT analysis, social media marketing). You will create this plan in Google Docs in order to provide 24/7 access to your teammate as well as the instructor. You will present your plan at the end of the term.

**Final Exam** (100 points) -- This comprehensive essay exam will give you a chance to write about what you learned this term and how you can apply it in business settings moving forward. Most likely, the questions will be posted at the conclusion of our last class meeting, and you will have until noon the following Tuesday to submit your exam via email to the instructor.

**Participation** (50 points) -- You should show up for each class ready to discuss the assigned readings or other activities and be prepared to participate. For the Participation score, each week of the term is worth 5 points. Keep in mind, *you must be present to win!*

**Portfolio** (50 points - Cover Letter and online LinkedIn profile) -- One of the first things that we will begin work on early in the term is marketing you! Your Portfolio will consist of your online resume at LinkedIn.com and a cover letter in one form or another. Besides a letter seeking employment, we might craft a letter to your client outlining the marketing plan you have created, or a letter soliciting further work as a marketing genius!

### **Other Stuff**

**Deadlines Matter!** – You will be given deadlines for turning in all of your assignments. *Failure to turn in assignments on the specified dates may result in a reduction of at least one letter grade on your work.* Extensions on deadlines must be discussed with the instructor IN ADVANCE to avoid this penalty.

**Twitter** -- We will use Twitter during the term to keep up with current events, learn about things going on in the world of marketing and let people know what we are working on in class. Go ahead and sign up for an account on Twitter.com during the first week. Then start following those who can expand your knowledge of business and marketing (e.g. Seth Godin, Gary Vaynerchuk and Dave Kerpin).

**Moodle** -- We will utilize LBCC's online learning system for a variety functions. By logging on to Moodle you can access your grades, quizzes, the syllabus, marketing leads and other useful information. To get started, log on to LBCC's eLearning site at [elearning.linnbenton.edu](http://elearning.linnbenton.edu).

### Course Outline and Assignments

**NOTE:** *This syllabus may be revised by the instructor as needed.*

#### **Week 1 – March 31-April 2: Welcome and Introduction**

- **Read for Thursday “Purple Cow,” pages 1-16**
- **Read for Thursday “Likeable Business,” Introduction**
- **Read for Thursday “Jab, Jab, Jab, Right Hook,” Introduction**
- Tuesday: Welcome to Marketing -- Don't be boring; Safe is risky; Design rules now; *Very good is bad ...*
- Thursday: The Value Proposition; Create Marketing Blog and first Marketing Blog Forum Post

#### **Week 2 – April 7-9: Strategic Market Planning**

- **Read for Tuesday “Purple Cow,” pages 16-75**
- **Read for Tuesday “Likeable Business,” Ch. 1 “Listening”**
- **Read for Tuesday “Jab, Jab, Jab, Right Hook,” Round 1 “The Setup”**
- Tuesday: Introducing the Marketing Plan
- Thursday: Marketing Blog Forum and Quiz due before class

#### **Week 3 – April 14: Marketing Research**

- **Read for Tuesday “Purple Cow,” pages 75-125**
- **Read for Tuesday “Likeable Business,” Ch. 2 “Storytelling”**
- **Read for Tuesday “Jab, Jab, Jab, Right Hook,” Round 2 “Great Content and Compelling Stories”**
- Tuesday: Marketing Blog Forum and Quiz due Thursday
- Thursday: *No Class! Campus closed for staff in-service.*

#### **Week 4 – April 21-23: Consumer Behavior**

- Read for Tuesday “Purple Cow,” pages 125-165
- Read for Tuesday “Likeable Business,” Ch. 3 “Authenticity”
- Read for Tuesday “Jab, Jab, Jab, Right Hook,” Round 3 “Storytell on Facebook”
- Tuesday:
- Thursday: Marketing Blog Forum and Quiz due before class

**Week 5 – April 28-30: Target Marketing and Product Creation**

- Read for Tuesday “Purple Cow,” pages 167-200
- Read for Tuesday “Likeable Business,” Ch. 4 “Transparency”
- Read for Tuesday “Jab, Jab, Jab, Right Hook,” Round 4 “Listen Well on Twitter”
- Tuesday:
- Thursday: Marketing Blog Forum and Quiz due before class

**Week 6 – May 5-7: Managing/Marketing the Product**

- Read for Tuesday “Likeable Business,” Chs. 5-6 “Team Playing” and “Responsiveness”
- Read for Tuesday “Jab, Jab, Jab, Right Hook,” Rounds 5-6 “Glam It Up on Pinterest” and “Create Art on Instagram”
- Tuesday:
- Thursday: Marketing Blog Forum and Quiz due before class

**Week 7 – May 12-14: Advertising, Promotion and Public Relations**

- Read for Tuesday “Likeable Business,” Chs. 7-8 “Adaptability” and “Passion”
- Read for Tuesday “Jab, Jab, Jab, Right Hook,” Rounds 7-8 “Get Animated on Tumblr” and “Opportunities in Emerging Markets”
- Tuesday:
- Thursday: Marketing Blog Forum and Quiz due before class

**Week 8 – May 19-21: Delivering Value**

- Read for Tuesday “Likeable Business,” Chs. 9-10 “Surprise and Delight” and “Simplicity”
- Read for Tuesday “Jab, Jab, Jab, Right Hook,” Rounds 9-10 “Effort” and “All Companies Are Media Companies”
- Tuesday:
- Thursday: Marketing Blog Forum and Quiz due before class

**Week 9 – May 26-28: The Retail Process**

- Read for Tuesday “Likeable Business,” Ch. 11 “Gratefulness” and “Conclusion”

- **Read for Tuesday “Jab, Jab, Jab, Right Hook,” Rounds 11-12 “Conclusion” and “Knockout”**
- Tuesday:
- Thursday: Marketing Blog Forum and Quiz due before class

**Week 10 – June 2-4: Class Wrap-up**

- Read
- Tuesday:
- Thursday: Review for Final; Marketing Blog Forum and Quiz due before class

**Final Exam due Noon, Tuesday, June 9.**

**Statements of Inclusion and Nondiscrimination**

The LBCC community is enriched by diversity. Everyone has the right to think, learn and work together in an environment of respect, tolerance and goodwill. We will work toward creating a community without prejudice, intimidation or discrimination. *(Related to Board Policy #1015)*

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age or any other status protected under applicable federal, state or local laws.

**Seven Positive Expectations:**

Students at LBCC:

1. Take responsibility for learning material, participating in class activities, advocating for their needs and knowing the rules of the educational environment.
2. Follow the direction of faculty and staff, including providing information and identification when requested.
3. Respect the learning environment within the classroom and follow safety guidelines.
4. Maintain honesty and integrity in all work, communication and interactions.
5. Properly use college equipment, computers and facilities, including timely return of loaned equipment/materials.
6. Follow all college regulations, including those posted in special labs and classrooms, such as rules governing electronic devices.
7. Follow state and federal laws.

*For more information see the "Student Right to Know" section of the LBCC website.*

**The Writing Center**

LBCC's Writing Center is an excellent resource where you can get help organizing, developing

and revising written assignments. The Writing Center is in the Learning Center on the second floor of Willamette Hall. It is open from 9 a.m. to noon and 12:30 to 3:30 p.m. Monday through Friday.

You also can get help through the Online Writing Lab (OWL). See **lbcc.writingcenteronline.net**. For more information, call 541-917-4708 or see **linnbenton.edu/go/learning-center/writing-help**

**Note:** You can earn extra credit on your assignments if you use the Writing Center to help organize, write and edit those assignments. To earn extra credit, be sure to have the Writing Center staff note that you worked with one of the staffers.

### **Late Assignments, Incompletes and Special Needs**

- Any assigned coursework with a fixed deadline that is not turned in on time may be reduced at least one letter grade.
- Students who don't show up for all classes the first week will be dropped from the class.
- "I" grades (incompletes) will not be granted.
- Students who have medical conditions affecting their performance in class, documented disabilities, or special needs should contact the instructor and/or the Office of Disability Services (541-917-4789) during the first week of the term.

### **If you withdraw from class**

Students who are unable to successfully complete the course should withdraw by submitting the proper paperwork prior to the end of the 7th week of class. For more information on withdrawing, including refund dates, see [www.linnbenton.edu/admissions/withdraw-deadlines](http://www.linnbenton.edu/admissions/withdraw-deadlines).

### **A Word About Plagiarism**

Do your own work! Claiming someone else's work as your own or using information or ideas without proper attribution can lead to your failing an assignment or the class. Attribution is required whenever you use sources, especially the Internet. *Resist the urge to copy and paste!*

Plagiarism is subject to disciplinary action as described in LBCC's guide on Student Rights, Responsibilities and Conduct, which is available online at the [linnbenton.edu](http://linnbenton.edu).

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