

BA223 – CRN 26363 - Principles of Marketing

Fall 2020 Syllabus

Instructor: **Judy Corwin**

Zoom Remote Class, MW 12 to 1:50

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Course Description (CRN 26263)

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 your 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 Introduction to Business (BA101), I'm willing to bank on your enthusiasm even if you have little prior experience in business. *Note: Students who don't complete the first assignment will be dropped by the instructor.*

Course Schedule

Monday and Wednesday, 12 - 1:50 p.m.. online via Zoom.

Zoom class link: <https://linnbenton.zoom.us/j/97022520846>

Course Outcomes

Through your work in this course students will be able to:

- Employ the basics of marketing, from identifying audience, market segments and value propositions, to product development and research, marketing strategies and advertising/public relations.
- Recognize consumer behavior and demand, and be able to prepare and execute a marketing solution.
- Grasp business marketing tools necessary to execute a marketing plan for a client, including traditional, digital and social media platforms.
- Identify trends and new developments in business, and use soft skills and marketing techniques to adapt to market demands.
- Compile a portfolio of work that can be shared with colleagues, network 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.*
- **"Principles of Marketing"** (Optional) Ebook online produced by the University of Minnesota Libraries Publishing. *Link on Moodle.*

Technology Recommendations

Our class this term will be delivered fully remote and we won't be able to meet face-to-face. LBCC is encouraging students to be as prepared as possible by encouraging them to obtain the equipment they need to be successful. Please see the recommended list of equipment below. Students who cannot afford these resources can contact the [Roadrunner Resource Center](#) about funding.

Standard equipment recommendation:

- Broadband internet
- A computer with 256g SSD, 8G RAM, i5 6th gen processor (or equivalent functionality)
- Device with a microphone and speaker
- Device with a camera
- Students can consult [Standard Recommendation 1](#) or [Standard Recommendation 2](#) if they are looking for a product recommendation.

Minimum equipment recommendation:

- A wifi hotspot
- A computer with 128g SSD, 4G RAM, i3 6th gen processor (or equivalent functionality)
- Device with a microphone and speaker
- Device with a camera
- Students can consult [Minimum Requirement 1](#) if they are looking for a product recommendation.

About the Instructor

My career has combined leadership team experience in business, marketing and public relations. My passion is sharing what I have experienced with you in marketing principles with real-world examples. I've focused most of my 20-plus years marketing services in health care, higher education and The Arts. I loved my time working at The Corvallis Clinic, Western Oregon University, Oregon State University, and for Fox Sports NW.

My master's degree is in integrated marketing, which combines traditional marketing with digital and social media platforms. My bachelor's degree is in journalism with an emphasis in public relations. So, I'm excited to be a resource for ideas, insights and contacts as you move ahead in your education or business endeavors.

Office hours: We can meet online before class, or send me an email and we'll set a time to connect.

Grading

- **Marketing Blog** (55 points)
 - **Weekly Marketing Quiz** (80 points)
 - **Marketing Projects (SWOT/Target Marketing)** (100 points)
 - **Final Exam** (100 points)
 - **Participation** (50 points)
 - **Portfolio** (30 points) - Cover Letter and online LinkedIn profile)
 - **Extra Credit** (5 points)
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- A – 90 to 100 percent (378 or more points, equivalent to 90-100%)
 - B – 80 to 89 percent (336 to 377 points, equivalent to 80-89.5%)
 - C – 70 to 79 percent (294 to 335 points, equivalent to 70-79.5%)
 - D – 60 to 69 percent (252 to 293 points, equivalent to 60-69.5%)
 - F – 59 percent and below (251 points and below, equivalent to 59.5% or below)

Total possible points -- 420

Weekly Marketing Assignments/Blog/Press Release (70 points) -- Students will create an online public blog where they share interesting leads they discover about marketing and business. They also will answer queries posted on Moodle and based on a course subject that is trending. We will use this media for posting your case studies and other assignments. 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 "JC Class Blog" -- jaycor.blogspot.com

Your blog 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, providing useful insight to readers; along with elements such as photos and videos (*Properly attributed and permitted, of course!*).

Weekly Quizzes (50 points) -- Throughout the term students will complete 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.* The quizzes, which are not timed, are intended as a way to focus your attention on the relevant course subjects and see what you already know and don't know. Quizzes generally will be posted after class on and must be completed BEFORE the start of our next class. *The lowest quiz score is dropped.*

Marketing Plan Projects (SWOTS/Target Marketing) (100 points) -- Throughout the term you will work on components of a "real" marketing plan – a SWOT Analysis, a Target

Marketing Strategy, and perhaps others as time allows -- where you will examine a real-life business or organization and compile various data and/or objectives about the business to devise an innovative and creative marketing campaign to serve customers and build awareness, reputation and sales.

Final Exam (100 points) -- This comprehensive essay exam will give you a chance to demonstrate 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 next to last class meeting and you will submit your exam via Moodle by our last final exam class meeting.

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. To earn those points, students will have a particular activity that they will need to complete each week. Keep in mind, *you must be present to win!*

Portfolio (50 points - Cover Letter and online LinkedIn profile) -- One of the things that we will work on during the term is marketing you! Your Portfolio will consist of your online resume at LinkedIn.com and a Cover Letter. We will craft cover letters that will not only get the attention of your audience but also impress your boss or a potential employer. Additional items, such as project plans or a collateral item are optional.

Other Stuff

Deadlines Matter! – You will be given deadlines for turning in your assignments. *Failure to turn in assignments on the specified dates may result in a reduction of at least one letter grade.* Extensions on deadlines must be discussed with the instructor IN ADVANCE to avoid this penalty. The deadline to turn in assignments is typically midnight Sunday. For more information, see “Late Assignments, Incompletes and Week 1 Attendance” below.

Twitter/Instagram/Facebook/LinkedIn -- We will use various social media platforms during the term to keep up with current events, learn about things going on in marketing and let people know what we are working on in class. Go ahead and sign up for an account on Twitter, Instagram and/or Facebook during the first week. Then start following those who can expand your knowledge of business and marketing (e.g. Seth Godin, Gary Vaynerchuk, Dave Kerpen). Students also are encouraged to experiment with other forms of social media, including YouTube, TikTok, What’s App, or Snapchat.

Moodle -- We will utilize LBCC’s online learning system for a variety of 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 **moodle.linnbenton.edu**.

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.

Students who may need accommodations due to documented disabilities, who have medical information which the instructor should know, or who need special arrangements in an emergency should speak with their instructor during the first week of class. If you believe you may need accommodations but are not yet registered with the Center for Accessibility Resources (CFAR), see the [CFAR website \(www.linnbenton.edu/cfar\)](http://www.linnbenton.edu/cfar) for steps on how to apply for services or call 541-917-4789.

Cultural Richness at LBCC

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to nurturing the development of culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

Basic Needs Beyond the Classroom

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support (resources@linnbenton.edu, or visit on the web www.linnbenton.edu/RRC under Student Support for Current Students). That office can help students get connected to resources to help. Furthermore, please notify the instructor if you are comfortable in doing so. This will enable them to provide any resources that they may possess.

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 source of 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 to students from 8 a.m. to 5:30 p.m. Monday through Thursday; 8 a.m. to 5 p.m. Friday; and 11 a.m. to 4 p.m. Saturday. Students also can use the Writing Centers at the Benton Center and the Lebanon Center.

You also can get help through the Online Writing Lab (OWL). For more information, call 541-917-4708 or go online to the www.linnbenton.edu/writing-center.

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 Week 1 Attendance

- Any assigned coursework with a fixed deadline that is not turned in on time may be reduced at least one letter grade. Assignments that are posted or turned in one week or more after the deadline will earn a maximum of half credit. No assignments will be graded if turned in two weeks after the deadline.
- "I" grades (incomplete) will not be granted.
- **Students who don't show up for class the first week or don't complete the first assignment will be dropped from the class.**

If you withdraw from class

Students who are unable to successfully complete the course should withdraw 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.

A Word About Plagiarism and Cheating

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

Likewise, cheating is...shall we say, frowned upon. Resist the urge to use online tools to cheat. Again, do your own word. You are on your honor and if you cheat you are only cheating

yourself. If you feel funny about using the help of a resource or another student because it feels like cheating, it probably is. So, don't do it!

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.

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https://docs.google.com/document/d/197ckUnFgDry4huvvV_PQUszcPzy0b0bjc7MR5Y51Omk/edit?usp=sharing

Course Timeline and Assignments - (Tentative)

BA 223 CRN 226363 MW 12:00 – 1:50 p.m.

NOTE: *This Syllabus Outline of Assignments may be revised by the instructor as needed.*

Week 1 – Sept. 28-30: Welcome and Introduction

- Monday: Welcome to Marketing -- Don't be boring; Safe is risky; Design rules now; Syllabus Review. The Importance of the Value Proposition.
- Wednesday: Introducing the Marketing Plan Project; **Quiz usually due before class Wednesday**; Create Marketing Blog in BlogSpot and first Marketing Intro Blog Forum Post due Sunday at midnight.

Week 2 – Oct. 5-7: Brand and Branding

- Read “Purple Cow,” pages 1-75
- Read “Likeable Business,” Introduction and Ch. 1 “Listening”
- Read “Jab, Jab, Jab, Right Hook,” Introduction and Round “The Setup”
- Monday: Videos on Brand and Brand Trust. Simon Sinek and Why; **Quiz due before class Wednesday**
- Wednesday: Lincoln SUV Commercial. Adam Ladd Video, More Marketing Videos; Brand Identity vs. Brand Equity Blog (due Sunday night);

Week 3 – Oct. 12-14: Consumer Behavior

- Read “Purple Cow,” pages 75-125
- Read “Likeable Business,” Ch. 2 “Storytelling”
- Read “Jab, Jab, Jab, Right Hook,” Round 2 “Great Content and Compelling Stories”
- Monday: Why research matters (Michaela Willi Hooper, Library, Guest Speaker;) Quiz due before class Wednesday
- Wednesday: Consumer Behavior; Social Listening Blog

Week 4 – Oct. 19-21: Target Marketing Strategy

- Finish “Purple Cow,” pages 125-200
- Read “Likeable Business,” Ch. 3 “Authenticity”
- Read “Jab, Jab, Jab, Right Hook,” Rounds 3-4 “Storytell on Facebook” and “Listen Well on Twitter”
- Optional - EBOOK Chapter 3 - Consumer Behavior/How People Make Buying Decisions
- Monday: This Bud's for 3; Quiz due before class Wednesday
- Wednesday: Guest Speaker on LBCC Re-Brand; Social Listening due Sunday, Oct. 25, 11:59 p.m.; Share Competitor Analysis Examples

Week 5 – Oct. 26-28: Target Marketing, Your client, Your Portfolio

- Read “Likeable Business,” Ch. 4-5 “Transparency” and “Team Playing”
- Read “Jab, Jab, Jab, Right Hook,” Round 5-6 “Glam It Up on Pinterest” and “Create Art on Instagram”
- Optional: eBook Chapter 3 and Chapter 5
- Monday: Client Letter; Sell yourself! Cover letter & Linked In Profile; Putting your best foot forward ... Quiz due before class Wednesday

- Wednesday: Submit Client Letter; Frontline: Persuaders; Portfolio (Cover Letter and LinkedIn Profile) due Sunday, Nov. 1

Week 6 – Nov. 2-4: Advertising, Promotions and Public Relations & Services

- Read “Likeable Business,” Chs. 6-7 “Responsiveness” and “Adaptability”
- Read “Jab, Jab, Jab, Right Hook,” Rounds 7-8 “Get Animated on Tumblr” and “Other Opportunities”
- Monday: Quiz due before class Wednesday
- Wednesday: Situational Analysis (Use Social Listening Blog) and Competitor analysis due on Nov. 8

Week 7 – Nov. 9-11: Integrated Marketing & Intro to Digital Marketing

- Read “Likeable Business,” Chs. 8 “Passion”
- Read “Jab, Jab, Jab, Right Hook,” Rounds 8 “Opportunities in Emerging Markets”
- Monday: TBD
- Wednesday: Veterans Day, No Class

Week 8 – Nov. 16-18: B2B, Supply Chains, Retail & Social Media

- Finish “Likeable Business,” Chs. 9-11 “Surprise and Delight,” “Simplicity,” “Gratefulness” and “Conclusion”
- Finish “Jab, Jab, Jab, Right Hook,” Rounds 9-12 “Effort,” “All Companies Are Media Companies” and “Knockout”
- Monday: TBD
- Wednesday: Brett Allen, BOSS Social, Updated Marketing Plan SWOT Analysis due Sunday, Nov. 22

Week 9 – Nov. 23-25: Professional Selling; Ethics n Advertising

- Monday: Guest Speaker
- Wednesday: TBD

Week 10 – Nov. 30-Dec. 1: Marketing Plan Presentations

- Monday: Share 3 Marketing Plan Project Presentations; Review for Final.
- Wednesday: Share 3 Marketing Plan Project Presentations; Review for Final.

Final Exam/Class Meeting Wrap Up: 10 a.m. Class = Wednesday, Dec. 9, 8-9:50 a.m.; Noon Class = Monday, Dec. 7, 1-2:50 p.m.

Revised 11/04/2020 jmc

<https://docs.google.com/document/d/1Olm-JawKAluvOUgRdNo2fDf58b-3IJ63i7bVRkYFiEw/edit?usp=sharing>