BUS 114 Introduction to Marketing SYLLABUS Revised January 13, 2016

BUS 114.01 Introduction to Marketing
Winter Quarter, 2016—Monday & Wednesday
3:00 pm to 5:05 pm
Room: IB3430

Downloadable Assignments & Extra Credit:
http://facweb.northseattle.edu/nadelson/bus114

Class PowerPoints by Chapters:
http://highered.mcgraw-hill.com/sites/0078028922/student_view0/index.html

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Fax: 206 934-3735
Business Division: 206 934-3730
E-mail: Nancy.Adelson2@seattlecolleges.edu
Professor’s Web Page: https://people.northseattle.edu/users/nadelson

On Campus Office Hours: Wednesdays 2 pm to 3 pm and 5:05 pm to 6:35 pm
Campus Web Site: www.northseattle.edu

PROFESSOR BIO: Nancy JG Adelson, GRI, is tenured faculty focusing on real estate, and marketing. From 1990 to 2015, she was the Coordinator of North Seattle College Real Estate Program under whose leadership the student enrollment increased over 600%, corporate real estate donations have dramatically expanded and real estate certificate and degree programs have broadened significantly to keep pace with industry developments; two degrees, 16+ Certificates and 65+ courses. During this time, she has maintained a successful mortgage lending career as a senior loan originator with Hometown Lending Mortgage Bank. She also served a term as Commissioner on the Washington State Department of Licensing Mortgage Brokers Commission. She has been developing & revising Marketing, Real Estate & Business courses and programs and teaching on-campus, on-line & hybrid courses at North Seattle College since 1988. She has received many civic awards for outstanding volunteerism and leadership, in addition to the Seattle Colleges District’s Trustee Life Long Learning Award and the Dan Evans Innovation Award for her teaching ability.

LEARNING OBJECTIVES:
Upon completion of this course, students should be able to
- Explain/define the term marketing
- Describe the role of marketing in American business and in the global community
- Describe the influence of marketing on competition and the free market society
- Describe the issues of ethics and social responsibility in marketing
- Debate the importance of the marketing mix in marketing management
- Debate the importance of the promotion mix in product management
- Debate the advantages and disadvantages of marketing methods
- Recognize the importance of distribution channels and logistics management
- Recognize the importance of integrated marketing communications
- Recognize the importance of marketing research and information systems
- Discuss the future of marketing in E - commerce
- Discuss the cultural differences in domestic and international marketing practices
- Articulate a personal view of marketing in business

NSC ESSENTIAL LEARNING OUTCOMES MET BY COURSE:
Knowledge, including
- Facts, theories and perspectives
Integrative and Applied Learning, including:
- Synthesis and application of knowledge to new settings and problems

TEACHING PHILOSOPHY:
My philosophy is learning should be engaging, fun, and relevant to today’s business environment. Also, we learn from each other. I encourage students to take an active role in researching current developments in business and in participating in class discussions. I offer learning experiences that facilitate student’s achievement of course learning objectives, clearly communicate expectations, and responsive to individual student’s learning styles and needs. It is my expectation that the student will assume responsibility for his/her
learning by completing the required reading, all assignments to the best of his/her ability, and actively participating in class sessions.

TEACHING AND LEARNING STRATEGIES:
• Class Discussions and Lectures
• Team Projects
• Guest Speakers
• Extra Credit Opportunities demonstrating applied learning


You can purchase the textbook through NSC online site or in NSC bookstore or Amazon.com or directly through the publisher site. Please go to the NSC Bookstore site for online purchases and more information at http://northscce.bncollege.com/webapp/wcs/stores/servlet/BNCBHomePage?storeId=39551&catalogId=10001&langId=-1. Remember you don’t have to have a Connect Access Code included in your purchase. If you buy a used or rent a text book, you can use a FREE 30 day trail of Connect from the McGraw-Hill Connect site.


RECOMMENDED MATERIALS: Relevant Periodicals and/or Newspapers like:

RECOMMENDED ARTICLE ON GENERATING MARKETING PLANS:

GUIDE FOR MARKETING RESEARCH points to some helpful sources of information on customer demographics, competitive intelligence, and market environment to help you understand and define the market for your Team product or service and helpful resources for your marketing article:
http://libguides.northseattle.edu/marketing created by Shireen Deboo, North’s BEIT Librarian, for BUS 114.

NORTH SEATTLE COLLEGE LIBRARY HOME PAGE AND LINK FOR USEFUL LIBRARY GUIDES:
http://libguides.northseattle.edu/ and http://libguides.northseattle.edu/index.php

RESOURCES FOR PROPER BIBLIOGRAPHY AND PARAPHRASING AND SUMMARIZING TUTORIAL:
http://libguides.northseattle.edu/plagiarism and https://ilrb.cf.ac.uk/plagiarism/paraphrasing/index.html

CONNECT: ONLINE WEBSITE THAT SUPPORTS ABOVE REQUIRED TEXTBOOK. TBD. Register for this site! Click the following for sign in instructions
http://facweb.northseattle.edu/nadelson/bus114/Connect_Student_Registration_SignIn.pdf. Learn more about Connect by reading this Connect Student Quick Tips sheet at http://facweb.northseattle.edu/nadelson/bus101/Connect_Student_Quick_Tips.pdf. McGraw-Hill Publisher and Connect Technical Support: www.mhhe.com/support or Phone 1-800-331-5094 (Sun 4pm-9pm, M-Th 6am to 9pm and Fri 6am-4pm Pacific Standard Time)

REQUIRED CLASS MATERIALS: PLEASE Bring your textbook to each class!! Must use scantron forms for all quizzes.
GRADING SYSTEM: Based on the following:

- Five open book/take home quizzes worth 40, 35, 30 and 55 and 55 points each—multiple choice type questions
- Team Marketing Plan (158 points), Presentation & Proto-type (42 points) worth a total of 200 points (In lieu of final exam) —Peer and Professor’s evaluations determine individual students’ grades—some class time will be available for team meetings but teams must meet outside of class
- Marketing Article Essay worth 40 points—Details at end of this syllabus
- Nordstrom Scavenger Hunt worth 10 points—during class, visit Nordstrom’s and complete scavenger hunt covering Chapters 12 & 13
- Participation will be graded on attendance and team discussions with 17 classes worth 3 points each

CRITERIA FOR CLASS PARTICIPATION: Contribute ideas, interact with peers and professor, engage in class activities, maintain attention on class work, and come prepared for class (complete reading and assignments).

ASSIGNMENTS AND QUIZZES are due at the beginning of class. Any assignments turned in after the scheduled time will be discounted by 10% and are due no later than March 2, 2015 at the beginning of class. At any time, students may access quizzes, assignments and most extra credit opportunities by downloading them from http://facweb.northseattle.edu/nadelson/bus114. Students may receive and turn in assignments or quizzes prior to the scheduled times.

ACCESS GRADES: Students can access their final grades within one week after the last day of the quarter at https://sccdweb.sccd.ctc.edu/nscckiosk/waci002.html.

DETERMINING STUDENTS GRADES: At the end of the quarter, your final grade will be calculated based on a possible 523 points. Just divide your actual accumulated points by 523 to arrive at a percentage. You can at any time during the quarter, determine your current grade by dividing the total acquired score by the total number of possible points to that point in time. This will provide you with a percentage. You will then be able to determine your GPA by using the following table:

TOTAL POINTS AVAILABLE: 523

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EXTRA CREDIT: Ten points of extra credit will be given to each student with perfect attendance. Extra credit projects will be discussed during class and a summary of some are listed below. Recommend completing and submitting extra credit projects early in the quarter. All these extra credit projects are due on or before March 2, 2015.
EXTRA CREDIT OPPORTUNITIES:
* Interview Marketing and/or Sales Person by asking a minimum of 10 open-ended questions: 10-20 points
* Procure Speaker for Class: 5 points
* Marketing Article with 2 paragraphs of student comments analyzing article: 5 points each
* 60 Second Commercial-Selling Yourself at a job interview using feature and benefit selling: 10 points
* Generate a 10 question survey on FREE SurveyMonkey at http://www.surveymonkey.com/?cmpid=eng:us:ps:google, print it (screen shots OK) AND write a statement of your goals/purpose of this survey: 10-20 points
* 2 hours Community Service with 2+ typed paragraph description by student: 10 points each (maximum 2 times)
* Participate WorkSource Workshops and write 2+ paragraph description of what learned at event(s): http://www.worksourceskc.org/calendar/north-seattle.html or http://www.wa.gov/esd/EventCalendars/seattle-king.htm (maximum 2 times)
* Take Free Strengths and Weakness Aptitude Test at http://richardstep.com/rssf/rssf_results.php and give/email me a copy of the report: 5 points extra credit

POLICY ON COURSE WITHDRAWAL: Official withdrawal during the quarter is the responsibility of the student.

CLASSROOM CONDUCT: Students are expected to comply with NSC student conduct policy and procedures. Information on student responsibilities and rights is available at the following website: http://www.seattlecolleges.com/DISTRICT/currentstudents/studentrulescs.aspx. Cell Phone Etiquette in the Classroom: To avoid disruption of the learning environment, students are expected to turn off or silence cell phones during class.

AMERICANS WITH DISABILITIES ACT: If you need course adaptations or accommodation because of a disability; if you have emergency medical information to share with your instructor; or if you need special arrangements in case the building must be evacuated; please meet with your instructor as soon as possible.

ACCOMMODATIONS: In my commitment to student learning, I want to support all students. If you have a disability that will affect your performance in this class please let me know. Students with disabilities are encouraged to use disability services for support in implementing reasonable accommodations for their disabilities. For Academic Accommodations or to contact our NSC Campus Disability Services please click https://northseattle.edu/disability-services.

ACADEMIC HONESTY: Academic honesty is highly valued at NSC. A student must always submit work that represents his/her original words or ideas. Plagiarism is not tolerated and will be punished!

ACADEMIC DISHONESTY COULD INVOLVE:
1. Having a tutor or friend complete a portion of your assignment.
2. Having a reviewer make extensive revisions to an assignment.
3. Copying work submitted by another student or from the internet.
4. Using information from online information services or other resources without proper citation.
5. Taking exam answers from another student’s paper.
6. Using materials not allowed for answering exam questions.
7. Copying excerpts from your resources without using quotations and representing it as your own writing.

CLASSROOM DIVERSITY STATEMENT: Respect for diversity is a core value of NSC. Our college community fosters an optimal learning climate and an environment of mutual respect. We, the college community, recognize individual differences. Therefore, we are responsible for the content and tone of our statements and are empathetic speakers and listeners.
RESPECTFUL AND INCLUSIVE ENVIRONMENT: The instructor and student share the responsibility to foster a learning environment that is welcoming, supportive, and respectful of cultural and individual differences. This allows for the expression of varied opinions and multicultural perspectives and encourages us to learn from each other.

FRAGRANCE POLICY: Students are encouraged to refrain from wearing heavily scented products during class sessions, since some individuals may experience chemical sensitivities to fragrances that interfere with their learning.

ATTENDANCE: Students, who anticipate absence from class sessions, are encouraged to email the professor AND their Marketing Team Members in advance prior to the absence. Repeated absence may interfere with the student’s class participation and result in a lower grade for that component of the course.

STUDENT SUPPORT SERVICES:
Students are encouraged to seek campus support services when necessary to support their learning and academic progress. Refer to student handbook, brochures/flyers, or college website at https://northseattle.edu/ for information about: Educational Access Office (accommodations for physical, learning, test taking challenges, etc.)

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<td>Tutoring Services</td>
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<td>Library</td>
<td><a href="https://library.northseattle.edu/">https://library.northseattle.edu/</a> or (206) 934-3609 for Reference Desk</td>
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<td>LOFT Writing Center Plus</td>
<td>Shireen Deboo, 206 934-7716, <a href="mailto:Shireen.Deboo@seattlecolleges.edu">Shireen.Deboo@seattlecolleges.edu</a></td>
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Students can reserve the NSC Library conference rooms for 1-2 hours. Make reservations in person at the Library Front desk up to one week in advance of your planned meeting.

ADDITIONAL ONLINE SUPPORT SERVICES AND NSCC INFORMATION:
Create a new NSC NetID and email account: https://netid.northseattle.edu/create.php
Bookstore-Buy and sell textbooks on-line: http://northscc.bncollege.com
NSC Library: https://library.northseattle.edu/ or (206) 934-3609 for Reference Desk
Business and Marketing Librarian: Shireen Deboo, 206 934-7716, Shireen.Deboo@seattlecolleges.edu
Worker Retraining Program: http://www.northseattle.edu/wrp/
Financial Aid Services: http://www.northseattle.edu/enroll/finance/
Search Current Scholarships and leads to donors’ links: http://www.northseattle.edu/enroll/finance/scholar
Business Advisors: Call Advising Front Desk, 206 934 3658: Juan.Gallegos@seattlecolleges.edu
Tutoring in Student Learning Center: https://northseattle.edu/tutoring
Career Services: Meredith Bane, (206) 934-6074, Meredith.Bane@seattlecolleges.edu, https://northseattle.edu/career-services, www.worksourceskc.org
Student Media Center (SMC); Greg Bem, 206-934-0070, greg.bem@seattlecolleges.edu, http://libguides.northseattle.edu/content.php?pid=182054
Campus Disability Services: https://northseattle.edu/disability-services
School Closure Information: www.schoolreport.org

HELPFUL WEB SITES FROM THE NSCC COUNSELING CENTER (206 934-3676)

ASK-WA PROVIDING ACCESS TO LIVE LIBRARIANS, 24 HOURS A DAY, 7 DAYS A WEEK:
http://www.questionpoint.org/crs/servlet/org.oclc.admin.BuildForm?&page=frame&institution=13099&type=2&language=1. Get useful answers to your questions, based on credible resources, from the best information experts around! When there aren't any NSCC staff here, the chat is routed to another library that is open.

ADDITIONAL MATERIALS SUPPORTING PUBLIC SPEAKING:
http://www.ljlseminars.com/monthtip.htm: Lenny Laskowski; Features a tip of the month for public speaking. Includes archives to numerous helpful tips.
ASSIGNMENTS AND TEST DATES Revised January 13, 2016

Please read the below listed reading assignments, PRIOR to the beginning of each class. Also listed are the due dates for all assignments and the last date to submit extra credit (not required) projects. Assignments and Extra Credit projects are listed above; may be handed out in class and always accessible at http://facweb.northseattle.edu/nadelson/bus114. Also, chapter PowerPoints are accessible in the BUS 114 FacWeb Folder.

1-4: Chapter 1 Creating Customer Relationships and Value through Marketing; form teams

1-6: Waiting for text books in NSC Bookstore; Team’s Company Mission Statement

1-11: Chapter 2 Developing Successful Marketing and Organizational Strategies; Appendix A Building an Effective Marketing Plan and Chapter; 3 Understanding the Marketing Environment, Ethical Behavior and Social Responsibility. If you haven’t already, Create a NSC NetID and email account: https://netid.northseattle.edu/create.php.

1-13: Chapter 4 Understanding Consumer Behavior and Chapter 5 Understanding Organizations as Customers; Marketing Teams Report on Status of Projects

1-18: NO CLASS: Holiday

1-20: Chapter 6 Understanding and Reaching Global Consumers and Markets & Team Presentations; Quiz 1 covering Chapters 1-3 is due at the beginning of class on scantron form

1-25: No class: Time for Team meetings outside of classroom; you may reach me by email or phone with any questions

1-27: Chapter 7 Marketing Research: From Customer Insights to Actions; Quiz 2 covering Chapters 4-6 is due at beginning of class on scantron form

Feb 1: Chapter 8 Market Segmentation, Targeting, and Positioning; Marketing Teams Report on Status of Projects

Feb 3: MEET in NSC Library Classroom, BE2236B next to reserve counter, at 1:30pm, Guest speaker, Shireen Deboo, NSC Business Librarian, covering Marketing Research Resources; MEET in SMC, Student Media Center, 3rd Floor of NSC Library; Guest speaker/Tour Guide, Greg Bem, Coordinator, will give tour and information about the free technologies, software, and services that you can use for your final team marketing project and presentation; If there is time after, meet with your teams to work on your Team Marketing Plan

Feb 8: Chapter 9 Developing New Products and Services and Chapter 10 Managing Successful Products, Services, and Brands; Quiz 3 covering Chapters 7 & 8 is due at the beginning of class on scantron form

Feb 10: First meet in IB3430 for introduction; Then Field trip to Nordstrom applying Chapter 12 Managing Marketing Channels and Supply Chains and Chapter 13 Retailing and Wholesaling while completing required Nordstrom Scavenger Hunt; Marketing Article Essay due at beginning of class

Feb 15: NO CLASS: Holiday
Feb 17: Class discusses Nordstrom Field trip; Chapter 11 Pricing Products and Services; Completed Nordstrom Scavenger Hunt Answers due at beginning of class

Feb 22: Chapter 14 Integrated Marketing Communications and Direct Marketing; Teams report on Marketing Plan Progress; Quiz 4 covering Chapters 9-13 due at beginning of class

Feb 24: Guest Speaker Margaret Atwater, Past Marketing Manager of Hornall Anderson Design Chapter 15 Advertising, Sales Promotion, and Public Relations;

Feb 29: Chapter 17 Personal Selling and Sales Management; Teams report on Marketing Plan Progress

Mar 2: Chapter 16 Using Media to Connect with Consumers and Chapter 18 Implementing Interactive and Multichannel Marketing; All extra credit and late assignments due at beginning of class

Mar 7: No class: Time for Team meetings outside of classroom; you may reach me by email or phone with any questions

Mar 9: Meet in SIM-PC Media Center, 3rd Floor of NSCC Library; ALL Team Marketing Plan Projects due at beginning of class; Teams Present their Marketing Plans; Quiz 5 covering Chapters 14-18 due at beginning of class; class may run late

Mar 14: Meet in SIM-PC Media Center, 3rd Floor of NSCC Library; ALL Team Marketing Plan Projects due at beginning of class; Teams Present their Marketing Plans; LAST DAY OF CLASS

Marketing Article Essay Requirements

- Choose an article that interests you AND relates to any topic covered in our textbook/course from any publication listed in the “Recommended Materials” section on the first page of your BUS 114 syllabus
- Type minimum of two paged essay (up to 4 pages), single spaced using a 12-point font with margins no larger than 1 inch (you can use the NSC library computers at no cost) and attach a copy of the article
- Include Your Name, Date, Title and Author of marketing article
- Include a Bibliography (which doesn’t count towards the 2 page minimum): List source of article and any other resources you used by following APA Bibliography style (you can go to this web site for details; http://www.ccc.commnet.edu/apa/ or work with NSC librarians)
- Describe a minimum of three important facts that the author uses to support their main idea or opinion
- Discuss and compare information or ideas mentioned in this article that are/were also discussed in your textbook or in our class or other related readings you have done. List the textbook chapter(s) and page numbers, class dates, or title, author, source of other readings in your APA Bibliography
- Share any new terms/concepts that were discussed in the article, and write short definition(s)
- Illustrate and support any examples of bias or faulty reasoning that you found in the article
- State if you agree or disagree with the author and support your opinion
- Explain WHY you think this article is important or interesting
- Include a copy of the article with your essay or the URL
- You may submit your essay and article via email or hard copy. Both have to be received by the instructor within the first 10 minutes of class and be labeled, “BUS 114 Marketing Article Essay”
- Project worth 40 points