Fall 9-1-2005

BUS 125T.01: Principles of Marketing

Jodie Rasmussen

The University of Montana

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Course Number and Title: BUS 125T Principles of Marketing

Semester Credits: 3

Prerequisites: None

Faculty: Jodie Rasmussen, Adjunct Faculty, Business Technology Department
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Email: Jodie.Rasmussen@umontana.edu


Course Description: An overview of marketing activities including the consumer buying decision process, distribution channels, the planning process, and new marketing trends. Students learn how to introduce new products into the marketplace, target markets, and promote products through advertising and package design.

Course Objectives: To expose students to the many aspects of the marketing process. Students will apply the techniques used in product development, marketing, pricing, manufacturing, classifying and distributing exercises.

Grading Scale:

90-100% A
80-89% B
70-79% C
69-64% D
<63% F

Class Structure
This online class is set up in units, during a regular semester (15 weeks) we will do one unit per week, during short 5 week summer semester we will do an average of 3 units per week. The class is set up so every unit is usually based on a chapter and contains the following:

1. 2 projects worth 50 points each and a final project worth 100 points
2. A weekly discussion board topic worth 10 points
3. A weekly quiz worth 10 points
Online quizzes
Chapter quizzes - 10 questions each, 1 point per question
Students are given up to 20 minutes from the time the quiz is downloaded to complete the quiz. Quizzes are open book and multiple choice or T/F questions that are randomly generated from a test bank so individual students quizzes will be different. Students may elect to retake quizzes as often as they wish during the timeframe that they are available, as questions will be different for each time they retake the quiz. Your lowest quiz score will be dropped from your overall grade calculations

Discussion Board
Participation in online discussion board topics - 10 points each. Students are expected to post their response and respond to other postings on a continual basis. The full 10 points per topic will not be given unless the student posts their response and makes a meaningful contribution to classmates discussions earlier in the week. Late postings will not be accepted. Your lowest discussion board score will be dropped from your overall grade calculations

Final Project 100 Points
The completed project will be summarized in a paper 4-6 pages single spaced. Details and written guidance for the paper will be distributed mid semester.

Participation
Students contribute to the learning environment and become active learners by participating on a regular basis to the online discussion boards, asking questions and communicating with classmates. Each student has distinctive and valuable life experiences to share. Students will be expected to respect such contributions.

Academic Integrity
Students are required to adhere to standards of academic integrity. Students should review The University of Montana Student Conduct Code regarding their rights and responsibilities. The Conduct Code is located at http://www.umt.edu/studentaffairs/.

READ THIS SYLLABUS CAREFULLY. It is designed to help students understand the goals, expectations, and evaluation methods employed in this course and to avoid misunderstandings which could adversely affect grades. If students have questions regarding stated policies, please e-mail me ASAP.
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