Fall 9-1-2006

BUS 125T.01: Principles of Marketing

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The University of Montana

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COURSE SYLLABUS
BUS 125T Principles of Marketing
SEMESTER CREDITS: 3

FACULTY:
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Business Technology
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728-2130 home – before 8 pm please
Office: Appointment or phone/e-mail


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

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:
All assignments, quizzes, and projects completed during the semester will be assigned point values. Total points earned will be divided by points possible, and a letter grade will be assigned based on the following percentage scale:

<table>
<thead>
<tr>
<th>Grade scale</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A</td>
</tr>
<tr>
<td>80-89</td>
<td>B</td>
</tr>
<tr>
<td>70-79</td>
<td>C</td>
</tr>
<tr>
<td>60-69</td>
<td>D</td>
</tr>
</tbody>
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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 3 Projects worth 50 points each
2. Weekly discussion board topic worth 10 points
3 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. The lowest quiz score will be dropped and not used to calculate the final grade.
Discussion Board
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 contributes to classmates discussions earlier in the week and in a meaningful manner. Late postings will not be accepted. The lowest discussion board score will be dropped and not used to calculate the final grade.

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. Communication skills are critical for marketing students. Attendance and participation in group projects is required and are awarded 100 points for the semester.

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. I encourage you to contact me with any concerns or questions. It is possible that another source may not have accurate or complete information pertaining to a question you may have. You may call me or e-mail me with your questions. I will answer these as soon as possible. You may also make an appointment with me should this be required. I will do everything possible to make this course a positive learning experience.