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BMKT 325.50: Principles of Marketing

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BMKT 325, 3 credits – Principles of Marketing
Fall 2021

INSTRUCTOR: Amanda Miller, MBA

E-MAIL: amanda.miller@umt.edu

PHONE: (406) 370-4589 (cell)

CLASS RESOURCES: Moodle shell

OFFICE HOURS: For both virtual and in person [BOOK HERE](#). In person appointments are available and must be pre booked. In person appointments are available between the hours of 2:00 and 3:00 PM Wednesdays and Thursdays throughout the semester.

ON CAMPUS OFFICE: GBB 348-8

VIRTUAL OFFICE: <https://umontana.zoom.us/my/ameetingwithamandamiller>

About this syllabus:

I have carefully created this document to set you up for success by outlining expectations for this course. All syllabi are an agreement between student and professor. Please closely and carefully read this one so that we may be literally and figuratively on the same page from the beginning.

Learning objectives for this course include:

- Develop a theoretical understanding of marketing
- Develop a basic working knowledge of marketing in today's organizations
- Gain hands-on practice in marketing problem solving and applying modern marketing tools
- Develop ability to critically evaluate marketing problems from a variety of perspectives, including managerial/strategic, as well as ethical/social
- Develop perspective taking skills especially as they relate to the customers of a business
- Understand how marketing interacts with other functions in business to think in a cross-disciplinary fashion
- Develop skills in communicating in a variety of business contexts especially through written communication

Course Materials:

There is no required textbook for this course; however, there are course notes, slide presentations, recorded lectures, and other required readings and materials. All materials will be accessed via Moodle.

Course Structure:

This section of Principles of Marketing is 100% online. Course concepts will be delivered through a series of recorded lectures and the accompanying notes and slides, all of which will be augmented with popular press readings and media. Graded activities include a position paper, forums for posting and responding to five micropapers, quizzes, business-math assignments, engagements with me, your classmates, and The Writing Center.

Although we are completely online and asynchronous, the course is designed to be interactive. Be prepared to engage with me and your classmates online. As we are all now quite aware, self-direction and self-discipline are critical to your success in any online course. It is your responsibility to consume the content and complete the assignments. As I am available for help throughout your time in this course, please be proactive in reaching out for help when you need it. To ensure you are pointed in the right direction straight out of the gate, I suggest asking questions early and often. We gain momentum quickly and later concepts build upon earlier ones. The entire course is designed to give you tools, both knowledge-related as well as human-connection-related. A university experience can be ripe with opportunities to build exactly the future you see for yourself, and this course is structured to make the most of our pandemic-affected learning environment.

Content Materials:

- 1) Concept Recordings: Each course concept will be introduced with a video of the slide deck presentation that correlates with the covered concept.
- 2) Course Notes: Each concept has a corresponding Course Note which should be read BEFORE viewing the recording to retain the most from the recording.
- 3) Popular Press Readings, Podcasts, Videos, and Guest Lectures: To supplement the materials outlined above, there are often assigned readings, podcasts, and videos or guest lectures from subject matter experts.

Course Deliverables (aka Action Items):

- 1) The self introduction in the "Introduce Yourself" forum will be a quick hello and bio that works to connect you to every other class participant.
- 2) One on One Instructor Meeting (via Zoom or in person) The connections you develop during your college education are one of the most valuable benefits you will take with you when you graduate. That said, in this online format you will have to be intentional in developing, nurturing, and leveraging those connections both with peers and professors. As you are well aware in this time of online learning, opportunities for rich avenues of social networking are starkly limited. I am genuinely invested in your success as a student and as a professional and I'd like to learn more about your career and personal objectives. To that end, the Office Hours Visit assignment requires you to schedule and attend a meeting with me of at least 15-minutes.
- 3) Give and Ask Forum: To make the work you will do in your teams the most beneficial for you and all team members, you will start with a post that highlights at least one thing you

lean on as a strength and one thing that you have found which requires added effort from you. Essentially this will be your “give” or strength you will bring to group work, and your “ask” where you could benefit from gaining knowledge, tools, or varied perspectives.

- 4) Individual Position Paper: Details of this assignment are provided in a separate document posted to Moodle and will include the following deliverables:
 - a) Topic Selection and Two Sentence Plan
 - b) Writing Center Appointment
 - c) Final Draft Submission
- 5) Quizzes: There will be 10 quizzes throughout the semester. These are based on the Recordings, Notes, Slides, and Popular Press Readings, Podcasts and Videos. Quizzes are a combination of multiple choice and True/False questions, are available on Moodle, and are to be done individually. The quizzes will typically open at 6:00am and close the following day at 11:59pm You can only attempt each quiz once and you must complete the quiz during the allotted 2-day window. These are to be completed 100% on your own.
- 6) Quantitative Analysis Exercise: This brief set of mathematical problems offers a basic refresher in the quantitative concepts fundamental to business and marketing. For non-business students this material might not be familiar. It is not explicitly covered in class, so please seek help first from your teammates then me if you need it. The complete assignment is available on Moodle. All answers must be submitted via Moodle. I strongly recommend showing all of your work in an attached document. This will maximize your potential for partial credit. Note that you are permitted and encouraged to collaborate with your team* on this Assignment.
- 7) Customer Lifetime Value Exercise: This case-based exercise is outlined in detail in a document available on Moodle. On this exercise you are encouraged to collaborate with your team*. As with the Quantitative Analysis Exercise, some of the concepts and techniques required in this assignment (i.e. basic business math and Microsoft Excel) are not explicitly covered in class. Seek help first from your team then me if you need it.
- 8) Write & Respond (W & R) Forums: The W & R Forums are a central part of this class and are a major component of your course grade. The W & R Forums provide you with the opportunity to deeply engage with the course material and apply the concepts to real-world scenarios. On 5 occasions throughout the course, I will assign a question that requires considerable reflection and thought. Once you submit your posting, you will then have the opportunity to view and respond to your teammates. You must respond to at least 2 of your teammates' postings with a substantive comment of no less than 2 robust sentences. The discussions which happen in this course are essential to the development of your ability to attend to the perspectives of others. Developing skills in perspective taking are imperative to the function of marketing, and will prove useful in the rest of life as well. Doing well on these forums requires focused and consistent participation.

Please follow the following guidelines for the Write & Respond Forums:

- 1) **Use academic writing style** (proper capitalization, punctuation, spelling and grammar) in all messages to avoid misunderstandings. Do not use emoticons, e-mail acronyms such as lol (laughing out loud), imho (in my humble opinion), tl;dr (too long; didn't read) and other informal, abbreviated forms of electronic writing. Some students may be using screen readers or other assistive devices that will not properly read such abbreviations. Be courteous and write in a way that is accessible and understandable for your teammates. Finally, high quality writing is expected in all posts. Please carefully proofread your responses prior to submitting.
- 2) **Pay close attention to the due dates** for each discussion. Typically, your response to each question will be due a day or two before the discussion closes (i.e., initial contributions are typically due on Fridays by 11:59pm and follow-up comments are due by 11:59pm the following Sunday). This allows ample time to respond to your peers' posts before the discussion closes. Failure to meet the published deadlines will result in a zero for the discussion.
- 3) **Be sensitive to the perspective of others** when expressing ideas. Do not use an authoritarian or judgmental style of writing that discourages open group discussion and trust.
- 4) **Stick to the topic** and contribute with comments/questions that move the dialogue forward or into deeper reflection by engaging your curiosity rather than your criticism.
- 5) **Be concise.**
- 6) **Base comments on course concepts** and materials and make sure to refer to them as needed.
- 7) **Engage others** in the discussion. Respond to comments and encourage responses. Direct interaction with your teammates is essential.
- 8) **Debate and humor are welcome.**

***Teams:**

As referenced above, several tasks in this course involve teams (Write and Respond Forums, Quantitative Analysis Exercise, Customer Lifetime Value Exercise). Teams of students have been randomly assigned. For the Quantitative Analysis and Customer Lifetime Value Exercises, you may collaborate with any or all of your teammates and I encourage you to do so. All team members must make an individual submission on the assignments, but it is totally fine for all members of the team to submit the same answers. Alternatively, if you prefer to work individually, there is no requirement that you collaborate on these two assignments. Note: you **MUST** interact with team members on the Write and Respond Forum assignments. To get in touch with your teammates, post to the Give and Ask Forum.

Optional Assignment: Write & Respond Forum Reflect and Redo:

Since the Write & Respond Forums are a significant part of your grade and sometimes our initial attempts at important work misses the mark, you will have the opportunity to replace the initial grade you received on up to two of your Write & Respond Forums for up to full credit on those specific assignments. To receive full credit you must:

- 1) redo the original, on-time post and responses,
- 2) improve in line with instructor feedback on original post and responses, and
- 3) submit a 3 to 5 sentence reflection on how your thinking and work evolved on this assignment and around the related course concepts.

Naming conventions and submission requirements for assignments: For the Quantitative Analysis (QA) Assignment, the Customer Lifetime Value (CLTV) Assignment, 2 Sentence Plan, Office Hours Visit, and Individual Position Paper please submit in Moodle using this format for naming:

Term. Class. Assignment Name. Student Name

Example: Fall 21. BMKT 325. Quantitative Analysis. Amanda Miller

Attendance:

Due to the online format, no class attendance is required. However, continuous progress in the course is required and you must follow the course schedule. To keep you focused on the week at hand, and allow the concepts to be consumed and deeply understood, most course content will become available in the week immediately prior. All quizzes, discussions and other assignments must be completed by the stated deadlines. LATE WORK WILL NOT BE ACCEPTED. The asynchronous, online nature of this course calls for a good deal of self direction. I recommend that you get acquainted with the course schedule and the associated deadlines and set aside specific hours during the week to work on this class.

Communications:

Faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must correspond with their professors using authorized UM accounts. E-mail received from non-UM accounts may be flagged as spam and deleted without further response. Due to privacy and security issues, confidential information (including grades and course performance) will not be discussed via email.

I will try to be timely when responding to email messages. Email sent during normal business hours will almost always receive a response by close of business that day, or within one business day at the latest. However, messages must be professional, well-written, and grammatically correct. Be sure to put BMKT 325 in the subject line of all correspondence when sending me messages. This will allow me to respond in a timely manner. Finally, please check your official UM email account at least once per day.

Feel free to contact me via phone as well – 406-370-4589.

One of the skills that is most universally connected to success in business is written communication. Therefore, you should be aware that eliciting a desired response from me, your business professor, will be more likely to occur when you communicate in a manner befitting our relationship and in line with the goal of becoming a better writer. Help me help you by ensuring your communication is always well-written and professional.

Deliverables and grading:

Intro Forum Post	10 points
Office Hours Visit	10 points
Give and Ask Forum Post	10 points
Quantitative Analysis Team Exercise	10 points
Customer Lifetime Value Team Exercise	20 points
Write and Respond Forums (5) 20 points each	100 points
Quizzes (10) 10 points each	100 points
Individual Position Paper	100 points
Total available	360 points

Course grades will be assigned as follows (grades are not curved, nor are they rounded):

- A 93 or more points
- A- 90-92.9 points
- B+ 87-89.9 points
- B 83-86.9 points
- B- 80-82.9 points
- C+ 77-79.9 points
- C 73-76.9 points
- C- 70-72.9 points
- D 60-69.9 points
- F 59.9 or fewer points

The Fine Print – please read this stuff!

Academic Integrity

Academic misconduct is any activity that may compromise the academic integrity of the University of Montana. Academic misconduct includes, but is not limited to, deceptive acts such as cheating and plagiarism. Please note that it is a form of academic misconduct to submit work that was previously used in another course. If cheating of any form is detected, you could be given a failing grade on the assignment in question.

The following message about academic integrity comes from the Provost's office:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." All students need to be familiar with the Student Conduct Code. It is the student's responsibility to be familiar with the [College of Business Code of Professional Conduct](#).

Students with Disabilities

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult <http://www.umt.edu/disability>.

Email

According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their UM email accounts (netid@umconnect.umt.edu or fname.lname@umontana.edu). Email from non-UM accounts will likely be flagged as spam and deleted without further response. To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.

Mission Statements and Assurance of Learning

The University of Montana’s College of Business enhances lives and benefits society by providing a world class business education in a supportive, collegial environment. We accomplish this mission by acting on our shared core values of creating significant experiences, building relationships, teaching and researching relevant topics, behaving ethically, and inspiring individuals to thrive.

As part of our assessment process and assurance-of-learning standards, the College of Business has adopted the following learning goals for our undergraduate students:

Learning Goal 1: COB graduates will possess fundamental business knowledge.

Learning Goal 2: COB graduates will be able to integrate business knowledge.

Learning Goal 3: COB graduates will be effective communicators.

Learning Goal 4: COB graduates will possess problem solving skills.