

University of Montana

ScholarWorks at University of Montana

University of Montana Course Syllabi, 2021-2025

Fall 9-1-2022

BMKT 325.00: Principles of Marketing

Samuel D. Spector

University of Montana, Missoula, sam.spector@umontana.edu

Follow this and additional works at: <https://scholarworks.umt.edu/syllabi2021-2025>

Let us know how access to this document benefits you.

Recommended Citation

Spector, Samuel D., "BMKT 325.00: Principles of Marketing" (2022). *University of Montana Course Syllabi, 2021-2025*. 1293.

<https://scholarworks.umt.edu/syllabi2021-2025/1293>

This Syllabus is brought to you for free and open access by ScholarWorks at University of Montana. It has been accepted for inclusion in University of Montana Course Syllabi, 2021-2025 by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

BMKT 325 Principles of Marketing

Fall 2022 (3 credits)

Sec 03: GBB 123 TR 11.00 – 12.20 (73045)

Sec 02: GBB 123 TR 2.00 – 3.20 (70608)

Sec 01: GBB 201 TR 3.30 – 4.50 (72153)



Dr. Sam Spector

sam.spector@umt.edu

GBB 303

Office Hours:

Wed. 10.00 – 12.00

And by appointment

Catalog Description

The marketing environment, product, price, distribution, and promotion strategies including government regulation and marketing ethics. Prerequisites: junior major or minor in Business.

Learning Objectives

This course will provide an introduction to and application of marketing strategies, concepts, and tools. The learning objectives include:

- Develop a theoretical understanding of marketing.
- Develop a basic working knowledge of marketing in today's organizations.
- Obtain hands-on practice in marketing problem solving and applying modern marketing tools.
- Develop the ability to critically evaluate marketing problems from a variety of perspectives, including managerial/strategic as well as ethical/social.

Course Materials

Required readings, in addition to other tasks, will be distributed each week. These will be noted in class, so it is imperative that students attend.

Assessments:

1. Written proposal	20%	Due via Moodle by 5pm on Fri. Sep 30
2. Product/service pitch	20%	Due Nov 1 & 3 in-class
3. Feedback on classmates' products/services	20%	Due via Moodle by 5pm on Fri. Nov 4
4. Comprehensive final exam	40%	See the schedule below

Assessment 1: New product/service: Written proposal (20%)

Students will work individually to develop a new product or service for an existing company. Each student will choose a company and write an initial proposal (500 words) that succinctly describes the following: the key features of the new product or service, the problem it solves or opportunity it fills, its unique selling proposition (i.e. how it differs from the competition), and the target market. Students are free to conceive of an entirely new offering that fits the company's strategic goals or they can instead opt to develop a product extension. Further guidance will be provided early in the semester.

Assessment 2: New product/service: Pitch (20%)

This product/service 'pitch' – which will consist of a 3min in-class presentation – will require students to determine how to persuasively and concisely communicate the most important information about their product or service. The pitch should be structured with the aim of quickly convincing the company's upper-level management that the idea has merit and is worthy of further investment. The presentation should highlight the key points from Assessment 1 and show that both instructor feedback and relevant course concepts have been incorporated.

Assessment 3: Feedback on classmates' products/services (20%)

Students will be placed into groups and be expected to offer their groupmates feedback on their products/services. This feedback will be graded.

Assessment 4: Final exam (40%)

This multiple choice and short-answer exam will cover material from lectures and required readings from the entire semester. Note: the product/service you developed for the prior assessments will be used for the short-answer questions on this exam. It is essential that you are familiar with the product/service, the company you developed it for, the major competitors, customer demographics, and so forth. Instructor and peer feedback from the prior three assessments should help deepen your knowledge.

- | | | | | |
|-------------------------------|-----------|-------------|-------------|---------|
| ▪ Sec 03 (11am class-time): | Monday | December 12 | 10:10-12:10 | GBB 123 |
| ▪ Sec 02 (2pm class-time): | Thursday | December 15 | 3:20-5:20 | GBB 123 |
| ▪ Sec 01 (3.30pm class-time): | Wednesday | December 14 | 3:20-5:20 | GBB 201 |

Important notes:

- There will be a *zero-tolerance policy for academic misconduct*. The assessments are individual. Students are free to solicit feedback from one another about their ideas, but collaborating with other students on any part of an assessments will result in a grade of zero for that entire assessment. Likewise, plagiarizing material from other sources (such as company marketing plans) will result in a grade of zero for that entire assessment.
- In addition to assessing effective written/verbal *communication skills*, grading will take into account the extent to which the student is able to *select, understand, and apply the most relevant concepts* from the lectures and readings in the context of their chosen product/service. Students will lose marks if they do not apply relevant concepts, but attempts to include every concept from the course will also result in lost marks. Students should aim to develop the ability to identify which concepts are most applicable and then be able to effectively communicate those concepts in a compelling manner. This is the essence of marketing!

Week	Dates	Topics
1	Aug 30 & Sep 1	Introduction to the course Introduction to marketing
2	Sep 6 & 8	Marketing strategy in the global marketplace
3	Sep 13 & 15	Understanding competition and consumers
4	Sep 20 & 22	Managing marketing information Segmentation, targeting, positioning
5	Sep 27 & 29	Products and services ASSESSMENT 1: Written proposal (due via Moodle by 5pm on Friday Sep 30)
6	Oct 4 & 6	Branding
7	Oct 11 & 13	Pricing and distribution
8	Oct 18 & 20	Digital and non-digital approaches
9	Oct 25 & 27	Communicating persuasively
10	Nov 1 & 3	ASSESSMENT 2: Product/service pitch ASSESSMENT 3: Peer feedback (due via Moodle by 5pm on Friday Nov 4)
11	Nov 10 (Nov 8 is Election Day)	Market research
12	Nov 15 & 17	Market research (continued) Sustainability issues in marketing
13	Nov 22 (Nov 24 is Thanksgiving)	Sustainability issues in marketing (continued)
14	Nov 29 & Dec 1	Marketing ethics
15	Dec 6 & 8	Course review and exam preparation

ASSESSMENT 4: Comprehensive final exam

- Sec 03 (11am class-time): Monday December 12 10:10-12:10 GBB 123
- Sec 02 (2pm class-time): Thursday December 15 3:20-5:20 GBB 123
- Sec 01 (3.30pm class-time): Wednesday December 14 3:20-5:20 GBB 201

Other Course Information

Program Mission Statement and Assurance of Learning

The College of Business at the University of Montana creates transformative, integrated, and student-centric learning experiences, propelling our students to make immediate and sustained impact on business and society. We nurture our students' innate work ethic to develop confident problem solvers and ethical decision makers. We pursue thought leadership and collectively create opportunities for a better life for our students, faculty, and staff.

COB Core Values:

- Students first: We educate the whole person.
- Experiential learning: We create experiences that matter.
- Thought leadership: We create rigorous and relevant knowledge.
- Stewardship: We value people, planet, and profit.

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:

- COB graduates will possess **integrated business knowledge** for the core disciplines of accounting, finance, management information systems, management, and marketing.
- COB graduates will be **effective communicators**.
- COB graduates will possess **problem-solving skills**.
- COB graduates will have an **ethical awareness**.

Grading Policies

This course must be taken for a letter grade. Plus grades are earned if within 2% of the next highest letter grade (e.g., 78% is C+). Minus grades are earned if within 2% of the next lowest letter grade (e.g., 81% is a B-). Extra credit is not available. All grades are updated in Moodle on a periodic basis. Final course grades are non-negotiable, regardless of secondary consequences. This course follows published UM policies on drop dates and incomplete grades.

Expectations

Professionalism

Students are preparing to become business professionals, and professional behavior is expected at all times. Students are expected to abide by the COB Code of Professional Conduct (found online at <http://www.business.umt.edu/ethics/professional-conduct-code.php>). Treat class sessions like business meetings. Failure to adhere to these expectations may result in being asked to leave the classroom. In addition, students will:

- Remain in the class for the duration of class time.
- Bring all materials needed for class.
- Refrain from using any technology, including cell phones, not required for class conduct at that time.
- Be an active listener and not talk while others, including the instructor, are talking.

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 accounts. 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. All email communications should be professional in tone and

content. A professional email includes a proper salutation, grammar, spelling, punctuation, capitalization, and signature. Please check your UM email daily so you won't miss important class and COB announcements.

Academic Misconduct

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 it is the student's responsibility to be familiar with the Code, including definitions of academic misconduct (<http://www.umt.edu/student-affairs/community-standards/default.php>).

The College of Business endorses academic honesty as a pillar of integrity crucial to the academic institution. Academic honesty is an important step towards developing an ethical backbone needed in a professional career. Failure to practice academic honesty is considered academic misconduct. Academic misconduct will be penalized to the fullest extent. Students are expected to:

- Be knowledgeable of activities that are considered academic misconduct, as defined in section V.A. of the UM Student Conduct Code.
- Practice academic honesty on all activities that are part of the academic component of this course.
- Encourage other students to do the same.

Confusion may arise in what is and is not academic misconduct. Students should ask if they are unsure if a behavior will be viewed as academic misconduct. A good rule of thumb is that any credit-earning activity in a course should represent the true skills and ability of the person receiving the credit. A partial list of situations that are considered academic misconduct is in the COB Professional Code of Conduct (<http://www.business.umt.edu/ethics/professional-conduct-code.php>). If at any point a student is unsure if working with another student is permissible, that student should contact the instructor before doing so.

Emergency Procedures

In the event of a campus emergency during class, please follow instructions provided by your instructor or the UM emergency alert system. Failure to do so could hamper efforts to resolve the emergency situation in a safe, timely manner. A video explaining UM emergency procedures can be found here: https://www.youtube.com/watch?v=iZ_9_Oj9ec4.

Grievance Procedures

The formal means by which course and instructor quality are evaluated is through the written evaluation procedure at the end of the semester. The instructor and department chair receive copies of the summary evaluation metrics and all written comments sometime after course grading is concluded. Students with concerns or complaints during the semester should first communicate these to the instructor. This step almost always resolves the issue. If the student feels that the conflict cannot be resolved after meeting with the instructor, the student should contact the department head. If, after speaking with the department head and the instructor, the student still feels that the conflict has not been resolved, contact the Associate Dean of the College of Business.

Office of Disability Equity (formerly Disability Services for Students, DSS)

Students with disabilities will receive reasonable modifications in this course. The student's responsibilities are to request them from me with sufficient advance notice and to be prepared to provide official verification of disability and its impact from the Office of Disability Equity. Please speak with me

after class or during my office hours to discuss the details. For more information, visit the website for the Office of Disability Equity (found online at <http://www.umt.edu/dss/>).

Student Wellbeing

At UM, we value every student's wellbeing and believe that taking care of yourself is imperative to your success as a student. College students often experience issues that may interfere with academic success such as academic stress, sleep problems, juggling responsibilities, life events, relationship concerns, or feelings of anxiety, hopelessness, or depression. If you or a friend is struggling, we strongly encourage seeking support. Helpful, effective resources are available on campus.

- If you are struggling with this class, please visit during office hours or contact me by email at sam.spector@umt.edu.
- Check-in with your academic advisor if you are struggling in multiple classes, unsure whether you are making the most of your time at the University of Montana.
- Reach out for Counseling Support at Curry Health Center Counseling. To make a counseling appointment call 406-243-4712 or go online to the Curry Health Portal to schedule an appointment.
- If you feel you need accommodations for a mental health concern, reach out to the Office of Disability Equity (ODE) at 406-243-2243.
- If you feel that you would benefit from general wellness skills to support your overall stress reach out to CHC-Wellness at 406-243-2809.
- If you have experienced sexual assault, relationship violence, bullying, intimidation, or discrimination contact the Student Advocacy Resource Center (SARC) 406-243-4429 (a 24/7 support line is available at 406-243-6559).
- If you are experiencing a mental health crisis and seeking immediate help, call 911, go to the nearest hospital emergency room, or call Campus Safety at 406-243-4000.

Other Resources:

- 24/7 National Suicide Prevention Lifeline/Crisis Counseling: 1-800-273-TALK (8255).
- 24/7 Community Resource line, text 211 or go to: <https://montana211.org/>.
- The Strong Hearts Native Helpline: (844) 762-8483.
- National Crisis Text line, text "HOME" to 741741.
- STUDENTS OF COLOR, text "STEVE" to 741741.
- LGBTQIA2S+ Students, text "START" to 678678.
- 24/7 Trevor Lifeline for LGTBQIA2S+ in crisis: (866) 488-7386 (www.thetrevorproject.org).