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BUS360 Marketing Strategy (82080)

Spring 2022 | January 19 – April 27

Note: We will sometimes meet In-Person on Thurs from 5:30 – 8:00 pm in Payson Smith 200, sometimes Online via Zoom during class time, and sometimes there will be team meeting sessions.

Professor: Will Haynes

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Office: Available by Appt.

Course Syllabus

School of Business Mission Statement

We prepare lifelong, entrepreneurial thinkers fluent in business technologies.

Course Prerequisites: BUS260 (C- or higher) and sophomore standing

Course Format & Meetings: This course uses the hybrid (or blended) modality to align to the “real world” of business. We will sometimes meet on Thursdays from 5:30- 8:00pm pm in-person. Sometimes we will meet online via Zoom during normal class time. And other times, you will be asked to work within your class team and coordinate and schedule meeting times. Please pay careful attention to the Class Schedule below so that you know when we are meeting in-person and when we are not.

covers both your nose and mouth whenever we are meeting until the University updates the current

Our class is a combination of lectures, discussions, experiential learning, and team projects. Each week, I will post the assignment due to Brightspace. Materials will be posted by the Monday of the week that we will review them.

A Note Regarding the Covid-19 Pandemic

Should a situation arise that requires a change in course modality, I will post a message to Brightspace and notify you by email. I have prepared our course in such a way that we can pivot completely online if required.

Required Materials & Technology

Required Textbook

There is no required textbook for this course, although you may wish to review some of the principles of marketing by reviewing the textbook that you used in BUS260. If you no longer have access to that book, and are looking for a textbook to review, I recommend the following textbook that is available online:

Principles of Marketing in a Digital Age, Tracy Tuten, Sage Press © 2020, ISBN-13 9781526485359

(<https://www.vitalsource.com/products/principles-of-marketing-for-a-digital-age-tracy-l-tuten-v9781526485359>)

Technology Requirements

You will need reliable high-speed Internet access for this course. It is recommended that you use a desktop or laptop (PC or Mac) to complete course work. Students attempting to complete the course on a mobile phone may find it difficult to review and complete course materials and assignments. In addition, you will need access to the following technology:

- Brightspace, USM's Learning Management System – to access Brightspace please visit the MyUSM portal. All course materials, including lectures, podcasts, study guides, additional readings, and assignment details, can be found in Brightspace. You will also take your quizzes in Brightspace.
- Email – to submit course assignments, to communicate with the professor about the course, and to ask questions.
- Zoom – to connect for office hours, presentations, or check-ins as needed
- Word processing and presentation programs – to write papers and make presentations. Note:

papers must be submitted in Powerpoint, Microsoft Word or PDF format only. All other formats will not be accepted. Recommended programs: Microsoft Word, Microsoft PowerPoint, Google Doc, Google Slide, other presentation apps like prezi.

- Audio and video capture programs – to make required course presentations.

Course Details

Course Description

This course prepares students to evaluate strategic marketing options, make informed marketing decisions, and formulate strategic marketing policies based on quantitative and qualitative analysis. Basic skills emphasized in this class are situation analysis, management by profit and loss, implementing marketing strategies, brand management, positioning, marketing segmentation, customer-centric decision-making, design and innovative thinking, and finding marketing success.

Course Learning Outcomes

Students who complete this course successfully will be able to:

- Define marketing strategy;
- Understand the role marketing strategy plays in business success;
- Use situational analysis to understand and support decision-making;
- Link segmentation, targeting, and positioning strategies to customer-centric decision-making;
- Understand the role of brand management in product/service success;
- Manage the elements of the marketing mix;
- Identify marketing opportunities and tactics for market success;
- Use design thinking and innovation management tools and techniques to build better products and service;
- Understand the role of technology, social responsibility, and globalization in managing marketing efforts; and
- Communicate in oral and written speech, and interact with groups in-person and online.

Attendance

Attendance is required and will be recorded as part of the overall grading schema. Attendance and participation is an important part of any marketing team, coordination and communication among the team must occur when conflicts arise.

Make-up Work

Completing both individual assignments and group work in a timely manner is critical to success. It is your responsibility to complete and submit your work when required. If you are unable to submit work on time for unforeseen or extraordinary circumstances, you must communicate with professor and/or team members

Civility in the Classroom

Although the use of humor is encouraged, it is important to think before speaking. It is very important that a strict level of civility be maintained at all times so that all people in attendance can feel welcome and comfortable within the classroom atmosphere. High levels of learning can only occur when people feel at ease. The professor will not allow discourteous comments regarding any social group or individual under any circumstances. Under no circumstances will disrespectful language be allowed. Any student using such speech or introducing such material in class will be asked to leave the class.

Withdrawal from the Course

Please visit <https://usm.maine.edu/reg/addingdroppingwithdrawal> for more information on withdrawing from our course, and the last day to withdraw with a grade of "W".

Course Assignments

Below you will find details for our course assignments this semester. Additional information will be discussed in class and can be found in the Assignment Details section of the Content area of Brightspace. There will be two types of assignments in this course: (1) individual and (2) team. Each assignment will explicitly state if it should be completed individually or in teams.

1. In-Class Cases – Each week we meet, students will be required to come to class prepared to discuss a “real world” example around the category identified for that week. The assignments will also need to be written (bullet point format is acceptable) and submitted to Brightspace by each student.

2. Team Brand Presentation – Teams will pick a Maine-based business and rebrand that business. Your team will make a 20-minute presentation pitching your new brand. There is no written paper required for this assignment, only your presentation. You must create a formal presentation and slides should be created in PowerPoint. Your team will present your work in class.

3. “Cabin Out Back”- Maple Syrup Company – Teams will be assigned different aspects of operating a “start-up” Marketing organization. Working cross collaboratively with other departments and team members of the organization, we will build a marketing strategy and deploy our campaigns for the company.

Teams

We will assign teams during the 2nd week of class. You may be part of two different teams depending on assignment. Your team is responsible for its own management, and conflict resolution should conflicts arise.

You will work with your team on the brand presentation that is due of the course. As well, depending on your preference for area of focus for “Cabin Out Back” co, you may be assigned to a different team.

A Note About presentations

Below are some guidelines for the assigned presentations:

- Most businesses operate using Powerpoint as main tool for presentations (short or long). This class is an opportunity to get comfortable with presenting in person or virtually
- You will be asked to create own “style guide” template
- Presentations can be simplified with bullet points to help encourage discussion rather than long format text.

Grading

Below you will find a table summarizing assignments, due dates, and the percentage of your grade that each assignment contributes. These due dates can also be found in the course schedule, and more information about each assignment can be found in the Assignment Details section of the Content area of Brightspace.

Be active and engaged! The key to the success is being an active member of the class community and your individual teams. It is expected that you come to class prepared and are actively engaged in the discussions, and team assignments.

Attendance/Team Participation	25% of total grade
In-Class Cases:	25% of total grade
Team Brand Presentations	25% of total grade
“Cabin Out Back” Project-	25% of total grade

As a general rule, grades are returned no later than one week after assignments are due.

Grading Scale

100-93%	=	A	79-77%	=	C+
92-90%	=	A-	76-73%	=	C
89-87%	=	B+	72-70%	=	C-
86-83%	=	B	69-60%	=	D
82-80%	=	B-	60% or lower	=	F

Late Work

You may turn in assignments early. However, work submitted after an assignment due date, unless otherwise cleared by the professor, will be penalized. Assignments submitted more than 15 days after their due date without prior contact with the professor will not be accepted.

Late assignments will incur a 5-point grade deduction for each week (or partial week) that they are late. For example, if you receive a 95 on an assignment but have submitted it two weeks late, you will receive a 10-point grade deduction, and your final grade on that assignment will be 85. Remember: you must notify me in advance by email if an assignment is going to be late. Please let me know if you have any questions.

Course Incompletes

I only issue incompletes in extreme cases with appropriate documentation. In order to receive an incomplete, you must have submitted at least half of the course assignments by the end of the semester.

In most circumstances, students who do not complete all assigned work by the end of the semester will receive the grade that they have earned to date. Once outstanding work is submitted, your course grade may be revised. Work submitted late may be subject to the grading penalty discussed above. Please let me know if you have any questions about this policy.

Course Evaluations

At the end of each semester, every student has the opportunity to provide constructive feedback on their courses. It is important to me that you take the time to let me know your thoughts about the course. I use your feedback to make improvements to the course materials, assignments, and outcomes.

Course Schedule

Topics / Readings / Assignments Schedule (subject to change with notice)

Week	Topics and Activities
<p>1 (01/19)</p>	<ul style="list-style-type: none"> • Introduction • Syllabus Review • In class vs. online • In class cases topics review (#1) • Marketing “Real world” class discussions overview • Team Brand presentations discussion • “Cabin Out Back” Maple Syrup Company Introduction
<p>2 01/26</p>	<ul style="list-style-type: none"> • Case Topic #2- How Marketing impacts businesses? • Team selection- Brand Presentations • “Cabin Out Back”- SWOT
<p>3 02/02</p>	<ul style="list-style-type: none"> • Case Topic # 3- Marketing Profit and Loss • Marketing “Real World” class discussion- Profit & Loss • Brand Presentations- Company Selection • “Cabin Out Back”- Marketing Plan topic outline
<p>4 (02/09)</p>	<ul style="list-style-type: none"> • Case Topic # 4- Brand Management • Marketing “Real World – Brand Leadership • Brand Presentations- Status Update • “Cabin Out Back”- Marketing Infrastructure – Team “job descriptions”
<p>5 02/16</p>	<ul style="list-style-type: none"> ○ Case Topic # 5- Product Positioning ○ Marketing “Real World – Case Analysis of production positioning ○ Brand Presentations- Status update ○ “Cabin Out Back”- 4 Ps “RoundTable” Discussion
<p>6 02/23)</p>	<ul style="list-style-type: none"> • Case Topic # 6- Segmentation • Marketing “Real World – • Brand Presentations- Check in and Class Q & A

	<ul style="list-style-type: none"> • “Cabin Out Back”- Teams updates and Check In
7 03/02	<ul style="list-style-type: none"> • Case Topic # 7- Marketing Media Mix – Where should businesses market? • Marketing “Real World – “Good or Bad” Marketing strategy review • “Brand Presentations”- Team Prep Time final presentations
8 03/09	<ul style="list-style-type: none"> • TEAM Brand Presentations-
9 03/16	<p>USM’s Spring Break – enjoy the week off!</p>
10 03/23	<ul style="list-style-type: none"> • Case Topic # 8- Implementing Marketing strategies • Marketing “Real World – • “Cabin Out Back”- Marketing Plan Draft and Budget Review
11 03/30	<ul style="list-style-type: none"> • Case Topic # 9- Client Experience • Marketing “Real World – Client engagement • “Cabin Out Back”- Client experience strategy development
12 04/06	<ul style="list-style-type: none"> • Case Topic # 10- Design & Innovation • Marketing “Real World – Brand Innovators • Cabin Out Back – Creative, Web, and Media Production
13 04/13	<ul style="list-style-type: none"> • “Cabin Out Back” –Team workshop to walk through Marketing Plan • “Cabin Out Back “- Budget finalization
14 04/20	<ul style="list-style-type: none"> • “Cabin Out Back” – Final Marketing Presentation Team “Mock” and presentation collaboration
15 04/27	<ul style="list-style-type: none"> • “Cabin Out Back “- Final TEAM Presentation

