

BUS 260-0001 (81283) Marketing
College of Management and Human Services
School of Business: Spring 2023
Marketing
ONLINE



[Access to Academic Services & Policies](#)

Course Information:

- **Online**
- Course Title, Number, Section Number: Marketing | 260 | 81283 |

Professor's Information: Email, office location and office hours

- Eklou Romaric Amendah, PhD
- Office Location: Luther Bonney 215
- Phone : 207-2804595
- Email: eklou.amendah@maine.edu
- **Office Hours: Monday/Wednesday: 10:00am – 11:00am**
<https://maine.zoom.us/j/88353436774?pwd=aDdGQ1U5aEwvQ2J0SlcvQjNWSjhGQT09>
- You can also schedule an appointment, (send an email to Dr. Amendah)

I. Course Instructions: Important Note

1. Course Format

This is a full online course (asynchronous course). The professor expects students to be familiar with the online course mechanism (participate in group discussions, review course materials for the week, complete and submit assignments). Course materials will be posted in brightspace every week. Expect the following points every week: plan for the week, contents: Videos, PowerPoint, and reading materials, recorded group discussion in zoom, assignments, reflection.

2. Course Materials

Course materials and videos will be made active at the beginning of each week. There are course activities (discussion forum, assignments, and reflection) to submit at the end of each week.

Books: M Start here: Marketing by Greewal and Levy 7th ed.

3. Statement about Office Hours

As indicated above Dr. Amendah's office hours are Monday/Wednesday 10:00am to 11:00am. Dr. Amendah is always available to work with students to answer questions, clarify assignment and point to the resources students need to succeed in this course. Dr. Amendah holds virtual office hours via zoom live. Each student is strongly encouraged to join to ask questions. Please use the zoom link below to join.

<https://maine.zoom.us/j/88353436774?pwd=aDdGQ1U5aEwvQ2J0SlcvQjNWSjhGQT09>

If students have questions about the course materials and are not available during my office hours please send me an email and we will find another day and time to meet via zoom to address your questions.

4. Course Technologies

For effective completion of this course, you will need a reliable high-speed internet access on your desktop or laptop. Completing the assignments or recording the group discussion on mobile phones might not be effective. As a result, mobile phones are not recommended for this course.

- Make sure to access USM learning management system: Brightspace.
- Make sure to have audio video capture programs to access the course video content
- Check your email constantly.
- Dr. Amendah's office hours will be held in zoom live, so you need zoom access

5. Help Desk

For assistance about how to navigate brightspace please use the link below or contact the Help Desk: (207) 780-4029 or 1-800-696-4357, email at help@maine.edu.

<https://www.youtube.com/playlist?list=PLOrnAT84sHbDfVhJYp4iAQBMhIF8DgyWH>

6. Student Participation and professor availability

Students are expected to participate in their group conversations every week. It is the student's responsibility to check and read the course materials at the beginning of each week so they can participate in the zoom discussion within their groups. Failure to participate in the group discussion will result in point deduction for students who did not participate. Each group will record their group conversations and submit it in brightspace. The group conversation will be graded.

Students are encouraged to send an email to Dr. Amendah whenever they have questions about assignments, course materials and group discussions (***Please insert "BUS 260_Online" in the subject line of your email***). Dr. Amendah will respond to our email within 24 hours. Students' grades will be posted in brightspace within seven days of assignments' due date.

III. Course Description

The objective of this course is to expose students to basic concepts that are relevant to the foundation of marketing. Marketing is a dynamic field influenced by many business environmental factors. Marketers, business organizations, strategic partners work together to adapt to constant changes that occur on the market. These entities also present consumers with products and services that meet their expectations while making profit. Marketing plays a significant role in this process.

By completing this course, students will understand the dynamic nature of marketing and the important place that marketers and consumers occupy in this process.

The following topics will be explored in this course: Consumer value, Consumer satisfaction, Consumer loyalty, marketing strategy, Market segmentation, Consumer behavior, product and branding, distribution and supply chain systems, promotion, price (Marketing mix elements), conscious marketing, and digital marketing to name a few.

IV. Course Outcomes

O1: Develop an understanding of the value equation in marketers' decisions

O2: Develop a strategic marketing plan by taking into consideration the organization structure, the external environmental factors, and the marketing mix elements

O2.1. Understand the importance of segmentation strategy in the implementation of a marketing plan

O2.2. Understand the role of the marketing mix elements in the value delivery process

O2.3. Understand branding strategies

O3: Search, retrieve and apply secondary data to support marketing mix decisions

O4: Understand the role of new technologies in consumer decisions and strategic partners relations

Plan for the Week

The plan of the week details the activities/tasks students are required to implement each week. Please check the course schedule for more information about the plan for each week.

Course Schedule:

Please see the course schedule below. The course schedule could change during the semester. Students will be notified of potential changes (Please see the course schedule on the next page).

Week	Content	Readings/Assignments
Week 1: 1/17	<p>Topic: BUS 260 Course Mechanism and Course Overview</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ Course Introduction ○ Discussion Forum: Students Introduction ○ Group Discussion ○ Group Reflection Week 1 	
Week 2: 1/23	<p>Topic: Overview of Marketing</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Group Discussion 1 ○ Group Reflection Week 2 	Textbook Chapter 1 PowerPoint
Week 3: 1/30	<p>Topic: Product, branding, and packaging decisions</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Group Discussion 2 ○ Assignment 1 ○ Group Reflection Week 3 	Textbook Chapter 11 PowerPoint
Week 4: 2/6	<p>Topic: Developing new products</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Group Discussion 3 ○ Launch: Semester Project Part 1: Description & benefits, Situation Analysis: Due for Feedback February 12th 	Textbook Chapter 12 PowerPoint

	<ul style="list-style-type: none"> ○ Group Reflection Week 4 	
Week 5: 2/13	<p>Topic: Consumer behavior</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Assignment 2 ○ Group Reflection Week 5 	Textbook Chapter 6 PowerPoint
Week 6: 2/20	<p>Topic: Consumer behavior</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Group Discussion 4 ○ Launch: Semester Project Part 2: Consumer Behavior: Due for Feedback February 26th ○ Group Reflection Week 6 	Textbook Chapter 6 Cont. PowerPoint
Week 7: 2/27	<p>Topic: Segmentation, targeting and positioning</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Group Discussion 5 ○ Assignment 3 ○ Group Reflection Week 7 <p>Midterm Exam Posted 2/27th, Due Date: Sunday March 5th by 11:59pm in Brightspace</p>	Textbook Chapter 9 PowerPoint
Week 8: 3/6	<p>Topic: Analyzing the marketing environment</p>	Textbook Chapter 5 PowerPoint

	<p>Plan for the week</p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Group Discussion 6 ○ Launch: Semester Project Part 3: Segmentation :Due for feedback ○ March 12th ○ Group Reflection Week 8 	
Week 9: 3/13 – 3/17	Spring Break Week	
Week 10: 3/20	<p>Topic: Pricing concepts for capturing value</p> <p>Plan for the week</p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Assignment 4 ○ Group Reflection Week 10 	Textbook Chapter 14 PowerPoint
Week 11: 3/27	<p>Topic: Marketing research</p> <p>Plan for the week</p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Group Discussion 7 ○ Launch: Semester Project Part 4: Market Research: Due date for feedback April 2nd ○ Group Reflection Week 11 	Textbook Chapter 10 PowerPoint
Week 12: 4/3	<p>Topic: Supply Chain and channel management</p> <p>Plan for the week</p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Assignment 5 ○ Launch: Semester Project Part 5: Pricing, Promotion & Distribution: 	Textbook Chapter 15 PowerPoint

	<ul style="list-style-type: none"> ○ Due date for feedback April 9th ○ Group Reflection Week 12 	
Week 13: 4/10	<p>Topic: Advertising public relations and sales promotions</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Group Discussion 8 ○ Group Reflection Week 13 	Textbook Chapter 18 PowerPoint
Week 14: 4/17	<p>Topic: Digital Marketing: Online, social, and mobile</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Group Discussion 9 ○ Group Reflection Week 14 	Textbook Chapter 3 PowerPoint
Week 15: 4/24	<p>Topic: conscious marketing</p> <p><i>Plan for the week</i></p> <ul style="list-style-type: none"> ○ PowerPoint ○ Videos ○ Reflection Week 15 ○ Semester Project Due April 26th @ 11:59pm 	Textbook Chapter 4 PowerPoint
Week 16: 5/1	Final Exam Week: There is no Final Exam in this class this week	

IV. Assessment

1. Group Discussion

Each week, the professor will post questions in brightspace that each group must discuss in zoom live and record. The questions will guide the conversation/discussion. Each student is expected to participate in their group discussions every week the group discussion is assigned (Please see the course schedule above to check when group discussions are assigned throughout the semester).

The group discussion pertains to the topic presented in the week. The discussion must take place in zoom live. Each group must record the group conversation and submit in brightspace for a grade. If a group member is not present for a group discussion, the student will receive zero for the week the discussion took place. One person from each group will submit the recorded group discussion in brightspace on behalf of the entire group.

2. Assignments

Assignments are given in some particular weeks throughout the semester (5 assignments). An assignment is a response to questions posed by the professor about the topics presented and discussed in a particular week. Assignments are given to assess students' understating of the materials/topics presented in a week.

There are five assignments given throughout the semester. Each assignment is due in Brightspace at the end of the week it is assigned: Sunday by 11:59pm.

3. Group Reflection

Each group is required to submit a one page written group reflection about the knowledge they gained about a topic presented and discussed each week. The reflection is not optional. It is required **and it is graded**. The guideline to write a reflection is presented below. Each reflection is worth 10 points.

Reflections are due at the end of the week they are assigned. Sunday by 11:59pm.

3.1. Group Reflection Guideline

- Present the key terms or concepts discussed in a week
- What have you learned about each term or concept?
- How relevant are the terms or concepts to marketing?

3.2. Group Reflection format

Write your reflection as a word document following the format below. Upload it by the due date in brightspace.

- Time New Roman
- 12 Font
- Single spaced
- At least one page

4. Exam (Midterm)

One midterm exam will be assigned in this course. The midterm exam will be given and completed in Brightspace. The midterm exam will be posted on February 27th. It is due by 11:59pm on March 5th **however, once you start the exam, you will have 4 hours to complete it.** The midterm consists of 50 questions. There are multiple choice questions and true or false questions.

5. Semester Project

This course includes a semester project. The project must be completed in group. The groups will be randomly created at the beginning of the semester. The guideline to complete the project will be posted in brightspace.

The semester project has five sections. Each student will be responsible for one section. The whole will be responsible for putting all the sections of the project together in a meaningful way. The semester grade is assigned on the 80% and 20% scale. For each student, 80% of their semester project grade will come from the grade

V. Grading Criteria:

Grade Item	Number	Scale/Point value per item	Percentage
Discussion: Introduction Week 1	1	5	15%
Group Discussion	8	40	
Assignments	5	250	25%
Reflections	15	150	15%
Exam (Midterm)	1	100	20%
Semester Project	1	100	25%

VI. 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

VII. Course Evaluations:

At the end of each semester every student has the opportunity to provide constructive feedback on the course. 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 in the course materials, assignments, and outcomes.

VIII. Course Policies

1. Cancellation

It is extremely rare for Dr. Amendah to cancel class. Students will be notified if Dr. Amendah must travel for conferences.

When the school opens late or closes early, and the time selected is during the middle of class, we will still hold the class unless you are otherwise notified by me. Two examples:

- If class starts at 1pm, but the University is closing at 1:30pm, we will still have class unless you hear from me.
- If class starts at 1pm, but the University is opening at 1:30pm, we will still have class unless you hear from me.

IX. ACADEMIC INTEGRITY / PLAGIARISM

Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the University. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of academic integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one's research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the office of Community Standards and Mediation, online at usm.maine.edu/community-standards-mediation/academic-integrity or by calling and requesting a copy at (207) 780-5242.

X. FINAL EXAMINATIONS/FINAL PROJECT

There is no formal final exam in this course. A final exam will not be given separately during the final exam period. Please refer to the schedule above for the due date of the semester project. It is a USM academic policy that no tests or exams may be scheduled during the last week of classes.

XI. UNIVERSITY POLICIES AND RESOURCES

DISABILITY ACCOMMODATIONS

The university is committed to providing students with documented disabilities equal access to all university programs and services. If you think you have a disability and would like to request accommodations, you must register with the Disability Services Center. Timely notification is

essential. The Disability Services Center can be reached by calling 207-780-4706 or by email dscusm@maine.edu. If you have already received a faculty accommodation letter from the Disability Services Center, please provide me with that information as soon as possible. Please make a private appointment so that we can review your accommodations.

TUTORING AND WRITING ASSISTANCE

Tutoring at USM is for *all* students, not just those who are struggling. Tutoring provides active feedback and practice, and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center. For best service, we recommend making an appointment at <https://usm.maine.edu/learningcommons/schedule-tutoring-appointment>. Questions about tutoring should be directed to Naamah Jarnot at 207-780-4554. Interested in becoming a more effective, efficient learner? Check out <https://usm.maine.edu/agile!>

COUNSELING

Counseling is available at USM. The best way to schedule an appointment is by phone at 780-5411. More information is available at <https://usm.maine.edu/uhrs>.

RECOVERY ORIENTED CAMPUS CENTER (ROCC)

A peer support community for students in recovery from substance abuse and other mental health conditions is available at USM. More information may be found online at <https://usm.maine.edu/recovery> or by contacting ROCC at 207-228-8141.

NONDISCRIMINATION POLICY AND BIAS REPORTING

The University of Southern Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies: Amie Parker, Interim Director of Equal Opportunity, The Farmhouse, University of Maine Augusta, Augusta, ME 04333, 207.581.1226, TTY 711 (Maine Relay System). Incidents of discrimination or bias at USM should be reported to Associate Vice President for Student Affairs David Roussel at 207-780-5242.

STATEMENT ON RELIGIOUS OBSERVANCE FOR USM STUDENTS

Absence for Religious Holy Days: The University of Southern Maine respects the religious beliefs of all members of the community, affirms their rights to observe significant religious holy days, and will make reasonable accommodations, upon request, for such observances. If a student's religious observance is in conflict with the academic experience, they should inform their instructor(s) of the class or other school functions that will be affected. It is the student's responsibility to make the necessary arrangements mutually agreed upon with the instructor(s).

XII. TITLE IX STATEMENT

The University of Southern Maine is committed to making our campuses safer places for students. Because of this commitment, and our federal obligations, faculty and other employees are considered mandated reporters when it comes to experiences of interpersonal violence (sexual assault, sexual harassment, dating or domestic violence, and stalking). Disclosures of interpersonal violence must be passed along to the University's Deputy Title IX Coordinator who can help provide support and academic remedies for students who have been impacted. More information can be found online at <http://usm.maine.edu/campus-safety-project> or by contacting Sarah E. Holmes at sarah.e.holmes1@maine.edu or 207-780-5767. If students want to speak with someone confidentially, the following resources are available on and off campus: University Counseling Services (207-780-4050); 24 Hour Sexual Assault Hotline (1-800-871-7741); 24 Hour Domestic Violence Hotline (1-866-834-4357).

POLICY ON ACCEPTABLE CONDUCT IN CLASS SETTINGS

If a student substantially disrupts a class, the professor may ask the student to align with this policy on conduct in a class setting. If the student refuses, the professor may, at their discretion, ask the student to leave. If the professor takes this step, they must attempt to communicate with the student and provide informal counsel and advice. The professor may elect to notify their dean of the situation as well. If the student disrupts the class again, the professor may, at their discretion, provide a written notification to the student, describe the offending behavior, and refer the student's case to the appropriate academic dean and notify the dean of students that an official student conduct code violation has occurred [<https://usm.maine.edu/community-standards-mediation/conduct-process>].

Academic Services & Policies

Below you'll find information for our most crucial student services and supports. For USM's most complete and current information on services available to students, as well as academic policies, see [The Academic Services & Policies Overview webpage](#).¹

- **Request disability accommodations** | (207) 780-4706 | dsc-usm@maine.edu
- **Report Interpersonal violence** | (207) 780-5767 | usm.titleix@maine.edu
- **Report On-Campus Emergencies and Safety Concerns** | (207) 780-5211 or your local police agency.
- **Get academic help** | mycampus.maine.edu/group/usm/learning-commons1
- **Get technology help** | usm.maine.edu/computing/helpdesk
- **Meet with an Advisor** | usm.maine.edu/advising

¹ <https://mycampus.maine.edu/group/usm/common-syllabus>

Services & Policies that Support You



Scan the QR Code to go to the [Academic Services & Policies webpage](#)