Spring 2022

BUS 260-0003 (22328) Marketing

Important note about this class
This is an in-person class BUT the first two weeks of the semester will be taught in zoom synchronously (Zoom live) to comply with the University of Southern Maine recent decision about classes this semester. Expect the following sessions to be taught remotely: Wednesday January 19th, Monday January 24th and Wednesday January 26th. We will be back in the classroom in person Monday January 31st.

Please see below the zoom link for the remote class sessions for the first two weeks of the semester. Also, see below the zoom link for my office hours. After January 31st you have two options to attend office hours. You can use the zoom link below or you can come to my office in person located in Luther Bonney 215.

Zoom Link: Only for CLASS sessions the first two weeks of the semester
https://maine.zoom.us/j/84155429585?pwd=czA2NVNmN2dSSTITM0dtei9FZkpMdz09

Zoom Link: Office hours
https://maine.zoom.us/j/84362742361?pwd=NERZSnIiUVl6VWovRFNCaE43cGxYQT09

Course Information:

- Course Title, Number, Section Number: Marketing |260|22328|
- Course Meeting days |Times |Location: Monday/Wednesday: 2:00pm – 3:15pm: Luther Bonney 410

Professor’s Information:

- Eklou Romaric Amendah, PhD
- Office Location: Luther Bonney 215
- Email: eklou.amendah@maine.edu
- Office Hours: Monday/Wednesday: 10:30am – 12:00pm
- You can also schedule an appointment, (send an email to Dr. Amendah)

1. Required
The textbook is important in this class. Class lectures, discussions and assignments are based on the content of the textbook. Having the textbook facilitates the understanding of the material.

2. Supplemental
Additional course material will be posted by Dr. Amendah in Brightspace including articles and videos. Please download and read the documents once they are posted.

3. Technology Requirements
The main technology platform required for this course is Brightspace. Lectures will be posted in Brightspace before the session. Assignments will be uploaded in Brightspace as well; each student grade will be posted in Brightspace. Please use the link below to learn how to navigate Brightspace:
https://www.youtube.com/playlist?list=PLOrnAT84sHbDfVhJYP4iAQBMhIF8DqyWH

II. Course Description, including format:
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.

III. Learning 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
IV. Class Structure:

Each student is expected to do the following things to prepare and participate in class:
1. Prepare to address Dr. Amendah’s discussion questions
2. Prepare to participate in a group assignment

Important Note: Only students who are present in class and contribute to the discussion/assignment will receive a grade. Students who are absent (with no legitimate reason) when assignments and discussion topics are given will receive zero for the assignments and no credits for the discussion topics given that day.

Dr. Amendah will check attendance at the beginning of each session, present the lecture material, and present the discussion questions.
## Class Schedule and Assignments
(This schedule could change during the semester. Student would be notified of potential changes)

<table>
<thead>
<tr>
<th>Meeting Dates</th>
<th>Session Topics</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td><strong>Wednesday January 19th</strong></td>
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<tr>
<td></td>
<td><em>Remote class/Synchronous</em></td>
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<td></td>
<td>Introduction – Syllabus</td>
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<td><strong>Week 2</strong></td>
<td><strong>Monday January 24th</strong></td>
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<td></td>
<td><em>Remote class/Synchronous</em></td>
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<td></td>
<td>Lecture 1: Overview of marketing</td>
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<tr>
<td><strong>Wednesday January 26th</strong></td>
<td><em>Remote class/Synchronous</em></td>
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<td>Lecture 1 Cont.: Overview of marketing</td>
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<td>Discussion Question for Credits</td>
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<td><strong>Week 3</strong></td>
<td><strong>Monday January 31st</strong></td>
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<td></td>
<td>Lecture 2: Product, branding, and packaging decisions</td>
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<td></td>
<td>Create groups for the semester project</td>
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<td>Assignment 1</td>
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<tr>
<td><strong>Wednesday February 2nd</strong></td>
<td>Lecture 2 Cont.: Product, branding, and packaging decisions</td>
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<td>Semester Project: Research elements of a new product_Create a Product</td>
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<td><strong>Week 4</strong></td>
<td><strong>Monday February 7th</strong></td>
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<td>Lecture 3: Developing new products</td>
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<td><strong>Wednesday February 9th</strong></td>
<td>Lecture 3 Cont.: Developing new products</td>
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<tr>
<td></td>
<td>QUIZ</td>
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<td>Semester Project Part 1: Description &amp; benefits: Due Friday February 11th at 11:00pm</td>
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<td><strong>Week 5</strong></td>
<td><strong>Monday February 14th</strong></td>
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<td>Lecture 4: Consumer behavior</td>
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<td>Discussion Question for Credits</td>
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<td><strong>Wednesday February 16th</strong></td>
<td>Lecture 4 Cont.: Consumer behavior</td>
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<td>Assignment 2: Case Study</td>
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<td><strong>Week 6</strong></td>
<td><strong>Monday February 21st</strong></td>
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<td>President’s Day: No Class</td>
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<td><strong>Wednesday February 23rd</strong></td>
<td>Lecture 5: Segmentation, targeting and positioning</td>
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<td>Discussion Question for Credits</td>
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<tr>
<td><strong>Monday February 28th</strong></td>
<td>Lecture 5 Cont.: Segmentation, targeting and positioning</td>
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<tr>
<td>Week 7</td>
<td>Semester Project Part 2: Consumer Behavior &amp; Segmentation: Due Saturday March 5th at 11:00pm</td>
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<td>Wednesday March 2nd</td>
<td>Lecture 6: Analyzing the marketing environment</td>
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<td>Week 8</td>
<td>Monday March 7th</td>
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<td>Wednesday March 9th</td>
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<td>Week 9</td>
<td>Monday March 14th</td>
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<td>Wednesday March 16th</td>
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<td>Week 10</td>
<td>Monday March 21st</td>
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<td>Wednesday March 23rd</td>
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<td>Week 11</td>
<td>Monday March 28th</td>
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<td>Wednesday March 30th</td>
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<td>Week 12</td>
<td>Monday April 4th</td>
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<td>Wednesday April 6th</td>
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<td>Week 13</td>
<td>Monday April 11th</td>
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<td>Wednesday April 13th</td>
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<td>Week 14</td>
<td>Monday April 18th</td>
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<td>Wednesday April 20th</td>
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<td>Week 16</td>
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V. Student evaluation:
Students’ performance is evaluated by using various criteria including semester project, lecture, assignments, quiz, and exam. Statistically, using various evaluation assignments ensures an accurate evaluation of students’ performance.

1. Semester Project:
A semester project will be assigned to each team (a team of at least four students) in the class. The project consists of designing a marketing plan for a new product. Each team will create a new product. The product created must be realistic. The following aspects of the product must be specified:

(1) the appearance and characteristics of the product,
(2) the consumer needs
(3) the value the product gives to consumers,
(4) the segmentation criteria,
(5) targeting strategy,
(6) pricing strategy,
(7) promotion strategy,
(8) distribution strategy,
(9) supply system,
(10) retail distribution, mission, vision, and objectives.

The project guideline will be posted in Brightspace at the beginning of the semester.

2. Assignments:
Assignments will be given in multiple class sessions. There are four designated assignments scheduled throughout the entire semester. Students who are not present in the class sessions in which the assignments are given will receive zero point for the assignment they missed. The assignments will not count against students who have legitimate reasons for not being in class the day the assignments are given. There are no makeup assignments. The assignment grades will contribute to student’s overall performance in the course.

3. Discussion questions
Discussions will be given as individual of group questions. Students could receive extra credit points if questions are answered correctly. Points earned in discussion questions could be added to either the quiz, exam, or assignment but not to the semester project. Students who are not present in the class sessions in which the discussion questions are given will not receive extra credit points. The discussion questions will not count against students who have legitimate reasons for not being in class the day the questions are assigned. There are no makeup discussion question.

4. Quiz:
One quiz will be given during the semester. The objective of the quiz is to make sure that course material, terms and concepts are well understood by students; that is why the quiz is scheduled
early in the semester. Specific information will be given in class about the format and evaluation method of the quiz.

5. Exam:
One exam will be given in the semester. The format and evaluation method of the exam will be discussed in class. A study guide will be provided at least a week before the exam.

6. Final Exam
There is no an official final exam in this class. The semester project represents your final exam HOWEVER in the final week of the semester a comprehensive multiple choice exam will be given for extra credit points.

7. Contribution/Participation:
Each student will receive a contribution/participation grade at the end of the semester. Students with strong contribution to class discussions will receive high participation grade. Asking questions, answering questions, making suggestions, participating in class discussions, submitting assignments on time, submitting semester project parts for feedback on time, and attending lecture sessions regularly contribute to strong contribution/participation in this course.

8. Bonus points:
Two bonus points may be awarded by Dr. Amendah every time a student answers a question, asks a critical question, and gives constructive arguments. Only Dr. Amendah determines if an answer, a comment, and a question deserves the 2 bonus points. Each student is notified at the end of the class session every time 2 points are awarded. The bonus points could be accumulated by students all through the semester. The points will be added to the quiz, assignments, or exam but not to the semester project.

VI. Assessment:
As mentioned above, there are different evaluative criteria in this course including semester project, quiz, exam, contribution/participation, and assignments. All of these performance factors will be used to calculate the final grade at the end of the semester. The semester project, exam and contribution will be assessed on a 100-point scale. The quiz and assignments will be assessed on a lower point scale however they will be converted back to 100- scale to ensure consistency in the overall grading system.

Teamwork is an important competency of the school of business that’s why there are group assignments. As indicated above there are group and individual assignments (meaning individual and group grades). Individual grades are going to be assigned for quiz, exam, some assignments, and contribution/participation. Group grades are going to be assigned to the semester project and some assignments.
VII. Peer Evaluation:
For the semester project, students will perform peer evaluation in each group. Group members will evaluate each other’s contribution on the project. The peer evaluation and Dr. Amendah’s observation of individual performance within the group during the course of the semester will be factored into each student semester project grade. Dr. Amendah will provide more information about this process in class. All the grades will be posted in Brightspace.

VIII. Grading Criteria:

<table>
<thead>
<tr>
<th>Grade Item</th>
<th>Number</th>
<th>Scale/Point value per item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz</td>
<td>1</td>
<td>100</td>
<td>15%</td>
</tr>
<tr>
<td>Assignments</td>
<td>4</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Exam</td>
<td>1</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Semester Project</td>
<td>1</td>
<td>100</td>
<td>30%</td>
</tr>
<tr>
<td>Contribution/Participation</td>
<td>1</td>
<td>100</td>
<td>15%</td>
</tr>
</tbody>
</table>

IX. Grading Scale:

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

X. 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.

XI. Course Policies

1. Attendance:
Students are expected to attend lecture sessions when they are scheduled. Attendance will be checked at the beginning of each session. It is the student responsibility to inform Dr. Amendah of a potential absence. Students who are not in class when assignments, quiz, exam are given and who do not have legitimate justification for not being in class, will receive zero point for the assignments, quiz, exam.
2. **Attendance Policy: Inclement weather:**
From time to time USM will close the University due to inclement weather. When the cancellation is for an entire day, the class content will be made up at another time or through additional material and outside of class assignments in Brightspace.

3. **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.

4. **Technology in the Classroom**
   **Remote teaching sessions:** During the remote teaching sessions it is extremely recommended that you take notes on your computer during lecture sessions. The lecture notes are important for you to understand the course material and to implement your semester project. You will be asked to perform certain tasks in the breakout room in zoom.

XII. **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.
XIII. FINAL EXAMINATIONS/FINAL PROJECT
There is no formal final exam in this course. The final exam in this course is the semester project. 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.

XIV. 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/uhcs.

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 containing 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-
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).

XV. 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].

COVID FACE COVERING REQUIREMENT
Per USM and the University of Maine System, all students, faculty, and staff members are
required to wear a face covering, including during all face-to-face classes. Resident students
are exempted from this requirement when in their own room in the residence hall. Student
seeking additional exceptions from this requirement should refer to the DISABILITY
ACCOMMODATIONS section of this syllabus. https://www.maine.edu/together/community-
guidance/everyone/