



BSAD 3300
Fundamentals of Marketing
Summer 2020, June 29 – July 31, 2020
Number of Credit Hours: 3 undergraduate credits
Location: Shanghai, China---AUIA Summer Program

PROFESSOR: John Lohmann, JD, MBA, B.Phil.

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OFFICE HOURS: To be determined

I. Course Description and Objectives

This course will provide you a survey of the marketing process in business and in society. The course examines contemporary issues in marketing that affect the efficient and effective operation of micro and macro marketing systems.

A. *After successfully completing Fundamentals of Marketing you should be able to:*

1. Explain the role of marketing as a fundamental social process, and as an organizational policy process.
2. Describe fundamental marketing concepts, theories and principles, including: market and consumer behavior, product, distribution, promotion and pricing.
3. Recognize and discern the interaction of marketing decisions and practices with social, technological, economic, political, consumer and competitive forces considering organizational dynamics.
4. Appraise the relationship between marketing management and the individual consumption processes.

- B. You will also be exposed to elements of the following relevant subjects, among others, in the study of the fundamentals of marketing:**

<i>Topics</i>
1. Marketing environment
2. Selecting target markets
3. Product planning
4. Product mix strategy
5. Brands
6. Pricing
7. Distribution channels
8. Promotion and advertising

II. Textbook Requirement

MKTG, Lamb; 8th ed.

III. Course Requirements

A. Mandatory Attendance

Any unexcused absence may result in significant grade reduction. Five unexcused absences may result in your failing the course.

B. Preparation of the course assignments and class participation.

Unexcused, late assignments will result in a ten percent (10%) assignment grade. If exceptionally late, at the discretion of the professor, the assignment may not be accepted.

IV. COURSE READING SCHEDULE AND ASSIGNMENTS

Additional reading materials may be assigned and provided by the professor.

You will be provided a separate list of homework/case study assignments.

<i>Week 1</i>	Introduction, Syllabus, Chapters 1 - 5
<i>Week 2</i>	Chapters 6-8
<i>Week 3</i>	Chapters 9-13
<i>Week 4</i>	Chapters 14-18
<i>Week 5</i>	Chapters 19-20

Homework Assignments will be due as follows:

Homework 1: Week Two, Class One
Homework 2: Week Three, Class One
Homework 3: Week Four, Class One
Homework 4: Week Five, Class One.

Mid-Term Exam will be administered the last class of Week Three

Final Exam will be administered the last class of Week Five

V. GRADING:

Your final grade will consist of the following components:	
Written homework/ case studies: <i>(4 at 10% each)</i>	40%
Mid-term Examination:	20%
Final Examination:	20%
Class Preparation and Participation:	20%.

<u>GRADING SCALE</u>	
A	95-100%
A-	91-94%
B+	86-90%
B	80-86%
C+	75-79%
C	70-74%

VI. FITCHBURG STATE BLACKBOARD:

Assignments may be posted on blackboard and students may submit assignments on Blackboard or in hard copy in class.

Blackboard will be used to keep the students informed of course happenings, summaries and grades. Please check Blackboard routinely to stay current in this course.

VII. CLASS FORMAT

A variety of teaching and learning approaches, or methods, will be utilized in this class. Methodologies will include: reading assignments, class discussions, case reading and discussion, internet research assignments, experiential exercises, self-assessment exercises, and possible even video. Case reading and discussion will be the primary vehicle used to link theory and practice. Case analysis, also called “discussion learning”, requires you to draw on the theory and models discussed in your textbook and in class to analyze an organizational situation or problem and to recommend solutions or actions to deal with the situation or problem at hand.

VIII. HONOR CODE AND STUDENT REQUIREMENTS:

I expect that students will neither participate in nor condone activities such as cheating or plagiarism.

You are expected to do your own work on all individual assignments, assessments, and exams. I encourage you to speak to other students about the issues, but do not share work or answers.

Failure to follow this policy may result in zero points for both the receiver and provider (if involved). Also, the instructor may take any other action described in any current academic integrity or dishonesty policy.

Reasonable Accommodation:

Please make an appointment with me during office hours if any accommodations are needed due to a disability. We will work with the Disability Services Office (978-665-4020).

Students seeking reasonable accommodation due to a religious belief or practice are encouraged to contact me to discuss the reasonable accommodation.

Your request(s) for accommodation will be held in confidence.