

# Syllabus – Fall 2021

## MKTG 101 Introduction to Marketing • 5 Cr.

### Instructor:

Jeff Denbo: [jeff.denbo@bellevuecollege.edu](mailto:jeff.denbo@bellevuecollege.edu)

## WELCOME

Welcome to Introduction to Marketing, one of the first-year courses in Bellevue College's Digital Marketing degree programs. Whether you plan to focus your career specifically in marketing or simply wish to expose yourself to a business or marketing specialization, I believe this course will provide useful information and experiences that can directly impact your ability to land a job and/or move ahead in your current position.

## COURSE DESCRIPTION

Provides an introduction to the field of marketing. Students explore the larger business story and how marketing is reshaping that in the 21st century. The class introduces sub-disciplines such as advertising, consumer behavior, research, strategy, analytics, creative execution, sales, and customer relationship management.

## OUTCOMES

After completing this class, students should be able to:

- Conduct situational analysis research to guide business and marketing decisions
- Define marketing objectives
- Design an integrated marketing plan
- Implement marketing tactics, both with traditional and digital marketing platforms
- Establish marketing metrics to measure success
- Evaluate marketing case studies and other students' work

## WHEN DO I NEED TO BE ONLINE FOR CLASS?

- Since this is an asynchronous, online-only class, we do not have set times for meeting. However, I will set up a weekly check-in Zoom call for anyone who would like additional information or receive complementary instruction from me.
- **On each Thursday of class (1:15 PM – 2:15 PM, Pacific time)** there will be a one-hour **optional meeting** on Zoom. I strongly encourage you to at least attend the first call, as I will provide an introduction to the class and a review of the syllabus. Since you will be

doing several group projects, where you will be choosing your own teams, this is also a good way to meet each other so you can choose wisely.

- To join Zoom Meeting click the following link
  - <https://bellevuecollege.zoom.us/j/82012621564>
- You are responsible for regularly checking your Canvas email, Canvas announcements, Canvas course modules, and understanding the reading, video lectures, and homework due each week.
- You are responsible for meeting all posted deadlines for all assignments. This will require your on-line presence multiple times per week. You will also have additional out-of-class responsibilities relating to project work.

## REQUIRED BOOKS, SOFTWARE AND MATERIALS BOOKS

One textbook is required for this course: (Feel free to purchase this used or as e-book or as a rental). Typically, you can do any of these options through the [Bellevue College Bookstore](#) or you can purchase from another online book purchasing site, such as Amazon.

**Textbook: Marketing: An Introduction (14<sup>th</sup> edition) by Gary Armstrong & Philip Kotler – ISBN 978-0136563730**

I may also assign additional online resources and reading (freely available) throughout the course.

**Computer with Internet Access:** Available in on-campus labs (such as the open campus lab in N250), if you don't have access from home. Frequent access to high-speed internet is absolutely critical to student success in this class.

**Updated Microsoft Office platforms:** (Word, Excel & PowerPoint)

- The college has provided licensing for all current students to install Office 2019 on their personal devices – the following link details the installation process:
  - **Microsoft Office Installation:** [Directions on installing Microsoft Office on personal computers](#)
  - If you log into Microsoft online, you do not need to download any product.
- Please contact the [Bellevue College ITS Service Desk](#) at (425) 564-4357 (HELP) if you have questions.

**Access to [MyBC](#) and [Canvas](#):** Required for all courses at Bellevue College, including MKTG 242

- If you have any technical issues with Canvas, you can always reach out to the Computer Services department via their [website](#), stopping by the computer lab located in the N building, or calling (425) 564-HELP.

## HOW DO I GET IN TOUCH WITH THE INSTRUCTOR?

Reach out to me via **canvas e-mail anytime**. My goal is to **respond within 24 hours, so that you get answers quickly**. Since this also gives you a secure paper trail, I suggest you embrace this “old-fashioned” method of communicating for best results & a documented path of communication.

My office hours are Monday through Thursday, 9am – 3pm (Pacific Time). Feel free to schedule time with me during these times. I can also make myself available at other times if requested in advance. Again, I will also host an online weekly session where you can call into the Zoom meeting at <https://bellevuecollege.zoom.us/j/82012621564>.

## WHY AM I TAKING THIS CLASS?

Marketing is growing and changing so rapidly and is a powerful tool for helping businesses grow. The tools and skill sets associated with this course are in high demand and are expected from mid-level and upper-level management positions in most industries, but this is especially true for marketing and management positions where data is heavily relied upon to make key business decisions.

You will develop an integrated marketing plan with a strong emphasis on digital marketing and how to complement that with other, more traditional means of promotional marketing. We will also be analyzing case studies to see how other companies in different industries utilize marketing tactics to their benefit.

Based on my experience in the professional world, these outcomes are not only desirable to employers but can set you apart from others who might be competing with you for positions and opportunities. The class discussions and graded assignments will provide you with “hands on” experience so that all course objectives are met.

## WHAT ARE THE CLASS EXPECTATIONS?

**Assignments are due at 11:59 PM (Pacific Time)** on their respective due dates unless otherwise noted. Canvas will automatically provide a time stamp for materials submitted. Any assignments that are turned in late (that means one minute past the due date, 12:00 AM the following day) will be marked down 20% for each 24-hour period. While grades will quickly suffer with this deduction, it is still worthwhile to submit the assignment and earn some points. Make sure that your work is not only complete, but that files containing your work are not corrupted before submitting online; damaged electronic files cannot be graded and will be treated as incomplete.

Please note that discussion assignments cannot be turned in late. Since discussion assignments require engagement with other students during the discussion window, points can only be

earned during the discussion window. Once the due date passes on a discussion assignment, it is no longer possible to earn points. See below for grading requirements. Quizzes and tests cannot be made up once the deadline to complete them has passed.

**All quizzes, the mid-term, and final exam are due at 11:59pm** on their due dates. Failure to complete these on time will result in zero points. Quizzes and exams may not be made up if not completed on time.

Illness is a tricky situation. There are very few circumstances in which missed participation and missed deadlines can be excused in an online course. You would need to demonstrate that your illness prevented you from being able to complete your work online with official documentation.

Any or all extenuating circumstances affecting deliverables need to be discussed, agreed upon and documented in email. It is your responsibility to ensure that this happens. For individual assignments (excluding discussions and exams), I will grant two opportunities for late work. This must be arranged with me at least 48 hours in advance of the due date. If approved, you will have an additional 48 hours, past the due date, to turn the assignment in.

**Plan to spend at least ten hours a week online outside of class time.** You should expect that you will be putting in at least 10 hours per week for class reading, studying, and completing assignments. We all have other responsibilities outside this one class, but the more you are committed to actively learning the more this information will stick and impact your future. I measure my success as a teacher by my ability to have you retain and apply the information shared in class to practical and relevant learning tasks that demonstrate your aptitude and professional readiness.

**This is a business course**, and I will expect you to behave as if you were a corporate employee. I encourage you to be yourself and express your true opinions. But what would be considered unacceptable in the office (rudeness, excuses, disrespectful comments, disinterest, missing deadlines) is also not in the classroom. For more information, please refer to the [Student Code of Conduct](#).

**Not cheating seems like an obvious expectation**, and yet this ugly problem continues to rear its head. It is a violation of the Student Code of Conduct and can lead to unfortunate consequences (which could include failing the assignment or test, failing the entire course, and reporting your actions to the dean for further disciplinary action). To clarify, cheating can include receiving or giving help to another in a test situation, copying answers in any fashion, buying or selling answers, exchanging completed work, reusing your own work, repurposing another student's work, and plagiarizing. It is plagiarism that occurs most frequently, and sometimes unknowingly, by students. You need to properly attribute where ideas and words came from to avoid this situation. ***I will use plagiarism checking services to review work submitted in class.*** Always cite your sources in discussion posts and in assignments.

**All assignments, unless otherwise noted, should be completed using standard business software:** Microsoft Word for documents, Excel for spreadsheets, and PowerPoint for presentations. Yes, Canvas can accept Mac and Google formats... but that does not mean I can grade them when I open them in Canvas with a PC. I am also unwilling to accept a link to an external site containing your work unless you have received permission from me in advance, or I have required it for an assignment.

**Please utilize Calibri, Arial, or Times New Roman** with a font size of 11-point or 12-point for all work. You are welcome to single or double space your papers but remember that if there is a page-minimum required, you will need twice as many pages for double-spaced papers. Spelling and grammar are two of the easiest pitfalls to avoid. I expect you to proofread your work, have someone else proofread it, and/or use a free proofreading and grammar program such as [Grammarly](#), before you turn in your work. I want professional formatting and writing style in your work (Headline, Subheads, proper paragraph breaks, and citations when required in the assignment). ***Make sure to proofread each time you submit your work.***

I do not expect you to use a writing style guide like APA, as that formatting is rarely used in the business world. However, **I am a tough grader for unprofessional looking assignments.** Whichever method you use to cite your sources, it should be clear, consistent, and professional. Please use the file naming format of “`LastNameFirstname_Assignmentname.doc`”, which is standard for posting to the Canvas system.

**It is critical that you follow the instructions and/or the rubric provided for each assignment.** Frequently I see work turned in that takes liberties with what the assignment “should” be; just like in the business world, this creative reengineering is frowned on, and will result in a significant grade penalty or an incomplete assignment worth no points.

Bellevue College is committed to maintaining an environment in which every member of the campus community feels welcome to participate in the life of the college, free from harassment and discrimination. We value our different backgrounds at Bellevue College, and students, staff members, and administrators are to treat one another with dignity and respect.

## EXPECTATIONS FOR DISCUSSION QUESTIONS

There will be 10 discussion questions throughout the quarter, each worth 10 points. By Wednesday at 11:59pm you will need to post your initial response to all of the posted prompts. Then, by Saturday at 11:59pm, you will need to respond to three of your classmates’ posts.

Remember that discussion questions may not be submitted late, which means that if your initial response is not posted by Wednesday night, you will receive zero points. However, you are still encouraged to submit your post so that others can engage with you. Even if you do not get your initial post in on time, you are encouraged to respond to your classmates’ posts by Saturday night to receive up to three points. To receive the maximum of 3 points for your response, if your initial post is late, you still need to make an initial post.

All discussion posts will need to include an external reference that must be properly cited. Failure to do so will result in a severe reduction of points.

**INITIAL POST:** 7 points possible

**RESPONSE POST:** 3 points possible

<b>Initial Response Due Each Wednesday</b>	
Unsubmitted work	<b>0 points</b>
A simple, straightforward answer to the discussion question	<b>1-2 points</b>
Provided answer somewhat addresses the discussion question with ideas that are not fully developed, or does not display understanding of concept	<b>3-4 points</b>
A thorough answer to the discussion question that demonstrates solid understanding and incorporates points from the text or class lectures	<b>5-6 points</b>
A thoughtful answer to the discussion question that not only demonstrates understanding and incorporates class materials, but also provides external references, applies the knowledge to a related topic, opens up a similar line of thinking with a new question, exhibits strong critical thinking skills	<b>7 points</b>
<b>Responses to Classmates Due Each Saturday</b>	
Unsubmitted work, responses that lack substance, or simply state agreement or disagreement with the original author	<b>0 points</b>
Straightforward response to fewer than three other individual that is of some substance	<b>1-2 points</b>
Thoughtful responses <b>to three or more</b> other individuals that exhibit critical thinking skills	<b>3 points</b>

## EXPECTATIONS FOR GROUP/TEAMWORK

All students will be assigned to teams for a group project. Find your team in Canvas, “People” tab, and then select the “Team Project: Integrated Marketing Plan” tab. You will work with your assigned team to complete several steps throughout the quarter that culminate with a final presentation and plan.

Group work requires coordination and leadership, which does not usually happen on day one. It takes time to get to know your team members and then figure out how to collectively work on assignments in a way that produces quality results.

Some of you may already be familiar with the stages of group development: forming, storming, norming, and performing. If not, I strongly recommend that you read this during the first week of class. The sooner you begin forming and storming, the sooner you can transition to the more productive stages of norming and performing.

Is the process of group development frustrating and difficult? It *can* be! And it can be for instructors as well. Therefore, it is helpful that everyone in each group has an awareness of the group development process and demonstrates patience and collaboration in the early stages.

It is also critical that you notify a lagging student and your instructor early enough in the process so that action can be taken to correct the issue. My goal is to keep teams together and performing at high quality.

Without acting, resentment can occur within groups when a group member does not contribute at an acceptable level. This could mean that a group member does not consistently show up for group meetings on time, does not complete their assigned work on time, does not cooperate with others, or is not perceived as making a strong effort. In short, it means that a group member is not meeting the expectations set by the rest of the group.

If this happens, the team can, and should, act using the following process:

1. Notify the under-performing team member in writing with an email:
  - State the expected behavior that was set by the group
  - State the individual's behavior as observed by the group
  - Describe the behavior change that the group needs the individual to make (be specific: state which tasks need to be performed, when they need to be completed by, and at what quality level)
2. If the under-performing individual does not make the requested changes from step 1, the group may request the removal of the individual from the group. If you select to remove the team member, please do the following:
  - The Team Leader must forward the email from step 1 to the instructor.
  - Describe how the individual failed to meet the expectations of the group after the step 1 email was sent to the individual
  - I will review the case and remove the individual from the group if the request is substantiated.

Obviously, you will want to contribute actively and productively within your group starting at the beginning of the quarter. Some students tend to put off work until a few days before the due date. While this strategy might work for individual assignments, it most certainly will *not* work for team assignments. Recognize that as a team participant, you will produce work throughout the quarter, which will help contribute to earning higher points on team assignments.

If you are removed from a team, you will be responsible for completing all remaining team assignments on your own. However, the total available points will be 50% of what is posted in Canvas. This is to deter individuals who prefer individual work from getting removed from groups intentionally.

## ASSIGNMENTS & PERCENTAGE OF GRADE (COMING SOON)

The modules are your road map. Use them to plan your work in this class. You can expect, however, that all assignments will be due on the day listed below unless I notify you of a change on the Canvas course page. I expect that as students in this class you will be regularly checking Canvas to make sure you are aware of all course changes. The structure and topics in this class focus on the relevant skills and concepts aligned in the course objectives and today's professional workforce job expectations. Assignments are subject to change. Make sure to check Canvas regularly.

Final grades will be calculated as follows:

A	93-100%	4.0 grade points
A-	90-92%	3.7 grade points
B+	88-89%	3.3 grade points
B	83-87%	3.0 grade points
B-	80-82%	2.7 grade points
C+	78-79%	2.3 grade points
C	73-77%	2.0 grade points
C-	70-72%	1.7 grade points
D+	66-69%	1.3 grade points
D	60-65%	1.0 grade point
F	59% or less	0 grade point

## WHAT IF I NEED HELP?

Beyond seeking help and clarification from me and your class peers, you might investigate these additional resources to see if they can be of assistance to you:

### [Academic Counseling](#)

Counselors are available to assist with any questions you might have about courses, degrees, career planning, etc. At the Institute for Business Information Technology (IBIT), the school housing all marketing and business courses, we have counselors well equipped to help you plan an academic path to success. You can make an online appointment by calling (425) 564-2212.

### [Computing Center](#)

Even if you have your computer, tablet or mobile device, you may benefit from additional peripherals or guidance from the Computing Center. There are multiple labs to use, and a knowledgeable team to answer your most tricky questions. All students registered for classes at Bellevue College are entitled to a network and e-mail account. Your student network account can be used to access your student e-mail, log in to computers in labs and classrooms, connect to the wireless network and log in to MyBC.

### [Tutoring Center](#)

No matter how accomplished you are in different academic subjects, you may very well benefit from some extra help. While this service focuses on more remedial skills, there are individuals available to help with all kinds of schoolwork, including marketing and the materials covered in this class.

### [Writing Lab](#)

Providing specific help on composition, this great resource offers help in person or over the web. Nearly every paper turned in can be improved in some manner, so I encourage you to visit the Writing Lab at least once this quarter to secure the best grade possible with your writing assignments. They are open:

Monday – Thursday 8:00 AM – 8:00 PM

Friday 8:00 AM – 3:30 PM

Saturday – Sunday 11:00 AM – 4:00 PM

### [Disability Resource Center](#)

Different students tackle a variety of learning challenges and disabilities, and the Disability Resource Center is here to help in several ways. They have provided the following message:

The Disability Resource Center serves students with a wide array of learning challenges and disabilities. If you are a student who has a disability or learning challenge for which you have documentation or have seen someone for treatment and if you feel you may need accommodations in order to be successful in college, please contact us as soon as possible.

If you are a person who requires assistance in case of an emergency, such as a fire, earthquake, etc, please meet with your individual instructors to develop a safety plan within the first week of the quarter.

If you are a student with a documented autism spectrum disorder, there is an additional access program available to you. Contact [asn@bellevuecollege.edu](mailto:asn@bellevuecollege.edu) or 425.564.2764. is in the Library Media Center in D125.

The DRC office is in B-132 or you can call our reception desk at 425.564.2498. Deaf students can reach us by video phone at 425-440-2025 or by TTY at 425-564-4110. Please visit our website for application information into our program and other helpful links at [www.bellevuecollege.edu/drc](http://www.bellevuecollege.edu/drc).

### [Public Safety Department](#)

Available 24 hours a day every day, the Public Safety Department secures the campus and protects students and staff. They have provided the following message:

Public Safety is located in the K building and can be reached at 425-564-2400 (easy to remember because it's the only office on campus open 24 hours a day—2400). Among other things, Public Safety serves as our Parking Permits, Lost and Found, and Emergency Notification center. Please ensure you are signed up to [receive alerts](#) through our campus alerting system by registering.

If you work late and are uneasy about going to your car, Public Safety will escort you to your vehicle. To coordinate this, please phone ahead and let Public Safety know when and where you will need an escort.

Please familiarize yourself with the emergency postings by the door of every classroom and know where to go in the event of an evacuation. Your instructor will be asked if anyone might still be in the building, so check in before you do anything else. Emergency responders will search for anyone unaccounted for.

If a major emergency occurs, please follow these two rules:

- 1) Take directions from those in charge of the response - We all need to be working together.
- 2) Do not get in your car and leave campus (unless directed to) - Doing so will clog streets and prevent emergency vehicles from entering the scene. Instead, follow directions from those in charge.

Please do not hesitate to call Public Safety if you feel safety questions or concerns at any time.

To see the full list of resources available to students, click [here](#)