

# **BUS2343 Marketing II**

## **Course Syllabus**

### **COURSE REQUIREMENTS**

This course requires the completion of BUS1145 Sales, Intro

### **COURSE DESCRIPTION**

Marketing is the biggest buzzword in today's economy. And it's true, if no one knows about your product no one will buy it. Many people today think that successful marketing is just a matter of creating a webpage, posting your product online and advertising it on social media, but good marketing encompasses much more than that.

This course will define what marketing is. It will outline its fundamental elements. It will emphasize strategic thinking when it comes to marketing and will help the student evaluate ways to establish and grow a business.

### **LEARNING OBJECTIVES**

Marketing II will examine real-life marketing strategies and ways to incorporate them in promoting a business. Students will learn the fundamental elements of marketing learn the various types of marketing. They will use this information to develop successful marketing strategies. By the end of this course the student will learn:

- The fundamentals of marketing
- The core principles of marketing
- Business-oriented marketing versus consumer-oriented marketing
- The definition of a brand
- How to make a business stand out
- How to identify the core concepts of a marketplace
- How to engage in marketplace strategic analysis

### **ATTENDANCE**

Attendance is mandatory for all students. Excellent attendance is imperative for mastery and application of the information dispensed. Whether you are sitting at a desk in a classroom or attending via Skype, your attendance is vital to your success. Late arrivals are distracting and disrespectful. Please refrain from being tardy. Grades will be affected by absences and tardiness. Participation in class is a prerequisite. You learn from lectures, discussions and presentations.

### **CLASSROOM BEHAVIOR**

Students are expected to treat all persons with respect. We should all conduct ourselves in a courteous and responsible manner. Be considerate, you can disagree, don't insult.

Please set all your electronic devices to silent during class so as not to be a disturbance to others in the class.

## **TUTORIAL ASSISTANCE**

We maintain an open-door policy for our students. We are absolutely willing to discuss any matter that may arise during the course. If you have any questions, problems, or need help with the course material, we urge you to reach out as soon as the issue arises. If you want to contest a grade, you must do so within 48 hours and put it in writing. Please ask your student advocate for help. If you do not have a student advocate send an email to: [tutordept@usilacs.org](mailto:tutordept@usilacs.org).

## **NON-DISCRIMINATORY STATEMENT**

All students regardless of age, race, gender, religion, physical disability, class, etc., shall have equal opportunity without harassment in this course. Any problems with or questions about harassment can be discussed confidentially via email at: [hr@usilacs.org](mailto:hr@usilacs.org).

## **DRESS CODE**

For students enrolled who are attending in a classroom or via Skype, please be sure you are dressed modestly and respectfully. Please refer to [www.merriam-webster.com/dictionary/business%20casual](http://www.merriam-webster.com/dictionary/business%20casual). NO short shorts or skirts. Avoid low-cut tops. We want to present ourselves in a dignified manner at all times.

## **NETIQUETTE**

- Always read through all the comments of the class before responding. This will avoid duplicating comments or questions asked.
- Avoid language that could be offensive. All profanity is strictly prohibited. Remember that using all caps when replying online signifies shouting. This would be rude and combative.
- Be sensitive to the fact that there will be fellow students from all parts of the world with many differing backgrounds and languages. Remember that slang and idioms will most likely be misconceived and/or misinterpreted. These should be avoided.
- Respect others views or opinions.
- Be thoughtful of the privacy of others. Ask permission before sharing email addresses or other personal information.
- Do not forward inappropriate material such as: virus warnings, chain letters, jokes, etc. The sharing of pornographic material is strictly prohibited.
- Use good spelling and grammar. Avoid using texting shortcuts.
- Strive to compose your comments in a positive, supportive and constructive manner at all times.

Any of these offenses will be dealt with by the school disciplinary committee.

## **ADA ACCOMMODATIONS**

All reasonable accommodations will be provided for students with disabilities. Any student attending USILACS who needs an accommodation due to a chronic challenge (i.e. blindness, deaf or hard of hearing, mobility issues, psychological, or learning disability), register with:

USILACS Registrar's Office  
1221 Brickell Ave.  
Miami, FL 33131  
1-305-330-2202  
[registrarsoffice@usilacs.org](mailto:registrarsoffice@usilacs.org)

## **ACADEMIC DISHONESTY/CHEATING**

We encourage collaborating with others, either in person or online, to study and learn. When you complete your assignments or your exams, however, the wording has to be your own.

Plagiarism is the theft of someone else's work and ideas. You are permitted to cite or even quote someone else, however you must properly cite them. There are two accepted ways of doing this. They are known as Modern Language Association (MLA) or American Psychological Association (APA). You can visit [www.citationmachine.net](http://www.citationmachine.net) for help in correctly citing information.

As a school that strives to maintain high moral standards, we strongly caution our students to be ethical and honest. Endeavor to be honest in conducting yourself in regard to any coursework you accomplish or exams you may take. Cheating is a dishonest practice.

## **REFERENCE MATERIALS**

The vast majority of textbooks are outdated by the time they are published. USILACS education programs are not based upon outdated printed textbooks. USILACS programs are based on the most accurate and reliable knowledge available; specifically, up-to-date vetted internet-based information.

For those who would like some reference or Internet search recommendations, we would recommend the following:

Boundless Marketing.

(2015) Principles of Marketing. University of Minnesota.

(2012) eMarketing - The Essential Guide to Online Marketing. Rob Stokes. Saylor Academy

(2011) Introducing Marketing. John Burnett. Saylor Academy

## **MINIMUM REQUIRED SUPPLIES**

All students will need all of the following:

- Computer with camera, microphone, and speakers.
- Skype installed on the computer with an active Skype account.
- Internet
- Printer
- Notebook paper
- Pens/pencils

If the student does not have a computer or internet, there will be some available for use at the school in the computer lab.

## **GRADING SYSTEM**

There will be three tests throughout the course. Each test will count for 33.3% of the final grade.

Grade	Percentage	Grade Point
A+	99	4.0
A	97	3.8
A-	94	3.7
B+	89	3.3
B	85	3.0
B-	81	2.7
C+	77	2.3
C	73	2.0
C-	69	1.7
D	66	1.0
F	59	0.0

All students must earn at least a “D” in order to pass the class.

## **ASSIGNMENTS**

### *Analysis Essay -*

Write a 3-page essay comparing business-oriented marketing to consumer-oriented marketing and discuss which model is most useful in today's marketplace.

### *Brochure -*

Create a brand and design a brochure intended to broaden its market appeal.

### *Strategic Analysis Paper -*

Write a 5-page report analyzing a Fortune 500 company using strategic analysis techniques.

## **WEEKLY ASSIGNMENTS**

<b>Week 1</b>	Overview of course and coursework What is Marketing?
<b>Week 2</b>	Fundamentals of Marketing
<b>Week 3</b>	The 4 (or 7) P's of Marketing
<b>Week 4</b>	The 4 C's of Marketing <i>Research Paper Due</i>
<b>Week 5</b>	<i>Video review and Exam</i>
<b>Week 6</b>	Business Oriented versus Consumer Oriented Marketing
<b>Week 7</b>	Identifying and Creating Brands
<b>Week 8</b>	Differentiating Your Business <i>Brochure Due</i>

<b>Week 9</b>	Video review and Exam
<b>Week 10</b>	Core Concepts: Needs versus Wants
<b>Week 11</b>	Core Concepts: Utility versus Demand
<b>Week 12</b>	Marketplace Strategic Analysis <i>Analysis Paper Due</i>
<b>Week 13</b>	Video review and Final exam