



Instructor: Eian Monsour, GTA
Office: Kelce Room 111
Hours: Mondays & Wednesdays 10am-12pm; other times by appointment
Phone: 620-704-4505
E-mail: emonsour@gus.pittstate.edu

Textbook

Boone, L. E. & Kurtz, D. L. (2018). *Contemporary Marketing* (18th ed.). Boston, MA: Cengage.

Catalog Course Description

This course introduces elementary marketing concepts, practices and techniques. Emphasizes basic lexicon and the marketing mix (price, product, promotion, and distribution). Includes the development of a personal marketing/career plan using basic marketing concepts.

Prerequisites

None

Course Objectives / Learning Outcomes

1. Define and describe Marketing and its systems
2. Recognize the role marketing plays in society
3. Identify (a) marketing ethics and (b) criticisms of marketing
4. Identify primary variables of segmentation and targeting
5. Identify and apply marketing mix
6. Identify marketing elements in your own major
7. Practice analyzing, interpreting, and synthesizing current events in marketing
8. Work and cooperate with group members to create new work, analyze existing work, and present your findings.

General Education Goals

Provide a basic knowledge of marketing within your major





Course Outline

Date	Topic/Reading	Due/Needed
Aug 22	Intro	
Aug 24	Project Intro; Sign up for "Meeting with Eian" in class	
Aug 26	Ch 1	
Aug 29	Ch 2	Meeting with Eian this week
Aug 31	Ch 3: The Marketing Environment	
Sept 2	Article 1 Discussion & Presentations	"Article 1 Summary" due Thursday, Sept. 1 at 11:59 pm
Sept 5	LABOR DAY: NO CLASS	
Sept 7	Ch 3 Ethics and Social Responsibility	
Sept 9	Quiz 1 (Ch. 1-3) / Project Group Work	Quiz 1 (in-class)
Sept 12	Ch 10	
Sept 14	Ch 10	
Sept 16	Article 2 Discussion & Presentations	"Article 2 Summary" due Thursday, Sept. 15 at 11:59 pm
Sept 19	Ch 9	
Sept 21	Ch 9 / Exam 1 Review	
Sept 23	EXAM 1 (Ch. 1-3, 9-10)	EXAM 1 (in-class)
Sept 26	Ch 6	
Sept 28	Ch 7	"Project Proposal" due Wed., Sept. 28 at 11:59 pm
Sept 30	Article 3 Discussion & Presentations	"Article 3 Summary" due Thursday, Sept. 29 at 11:59 pm
Oct 3	Ch 8	
Oct 5	Group Conferences #1	
Oct 7	Quiz 2 (Ch. 6-8) / Project Group Work	Quiz 2 (in-class) "Midterm Class Evaluation" (in-class)
Oct 10	Ch 11	
Oct 12	Ch 12	
Oct 14	EXAM 2 (Ch. 6-8, 11-12)	
Oct 17	Ch 17	
Oct 19	Ch 18	
Oct 21	Quiz 3 (Ch. 17-18) / Project Group Work	Quiz 3 (in-class) "Midterm Project Peer Review" (in-class)



Oct 24	Ch 4	
Oct 26	Ch 5	
Oct 28	Article 4 Discussion & Presentations	“Article 4 Summary” due Thursday, Oct. 27 at 11:59 pm
Oct 31	EXAM 3 (Ch. 4-5, 17-18)	EXAM 3 (in-class)
Nov 2	No Class: Work on Project	
Nov 4	No Class: Work on Project	
Nov 7	Ch 15	
Nov 9	Ch 16	
Nov 11	Quiz 4 (Ch. 15-16) / Project Group Work	Quiz 4 (in-class)
Nov 14	Ch 13	
Nov 16	Ch 14	
Nov 18	EXAM 4 (Ch. 13-16)	EXAM 4 (in-class)
Nov 21-25	THANKSGIVING BREAK: NO CLASSES	
Nov 28	Workday / Conferences #2	
Nov 30	Workday / Conferences #2	
Dec 2	Group Workday (Prepare final paper)	Final Project Paper Due Friday, Dec. 2 at 9:59 pm
Dec 5	Group Workday (Prepare final presentation)	
Dec 7	Presentations	(Groups 1-3)
Dec 9	Presentations	(Groups 4-6)
Dec 14 (9:00-10:50 am)	FINAL DAY OF CLASS -Class wrap-up, final peer evaluations	

*Schedule is subject to change

Teaching Methods

This course is a blend of lecture, discussion, and activities. I encourage you to engage with me, your classmates, and the material.

Canvas

- Lecture PowerPoints will be posted within a few days after lectures
- Online submissions will be submitted on Canvas (by 11:59 pm on the day listed on the Course Schedule)
- Projects and four online submissions will be uploaded via Canvas by 11:59 pm on the day listed on the Course Schedule
- Check for announcements
- New articles, rubrics, and course documents will be also uploaded on Canvas as needed. I will notify you if new documents are uploaded.

Attendance Policy

In the PSU University Catalog, the following statements are made: "Students at Pittsburg State University are expected to attend class regularly and participate fully in the activities of that class under the guidance of a university instructor." Tardiness is discouraged and will be viewed as being rude and inconsiderate of fellow students and the instructor. No children will be permitted to sit in class. No exceptions. Should attendance start to drop off, the professor reserves the right to give a "pop quiz" for extra credit to those in attendance that day.

If every student attends class for the duration between each quiz. Every student will receive a 100% No exceptions unless approved by Eian (e.g., for extenuating circumstances, such as sickness, death in the family, participating in PSU sports, etc.) two days before missing the class.

Classroom Conduct

I expect you to behave as a professional whether working with colleagues, or faculty (including me). This is an opportunity for you to develop and practice the habits necessary for a successful career.

Technology Policy

Technology can be used unless it is becoming a distraction for others. Taking advantage of this can result in termination of technology privileges. However, when your colleagues are presenting in class, technology is off limits for the duration of their presentations.

Textbook Policy

The textbook is not required; however, it is highly recommended and questions from the quizzes/tests may come from various readings. Having the textbook also allows for additional learning on chapters not covered well on your own!

Grading

- A = 90-100%
- B = 80-89.9%
- C = 70-79.9%
- D = 60-69.9%
- F= under 60%
- Extra credit may be earned throughout the semester. Watch for announcements (either in Class or on Canvas about any extra credit opportunities)

Academic Integrity

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from using profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.

If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

Academic Accommodations

Any students with disabilities or other special needs, including COVID-19 quarantining, who need special accommodation on this course, are invited to share these concerns or requests with me as soon as possible. My goal is to make this class feel welcoming to each one of you. Please let me know if you have any accommodation that you want to discuss. Let us make this semester a great semester! Assistance and/or appropriate accommodations may be available through the contacts listed on the current Syllabus Supplement.

Writing/Style Formatting

Throughout this course, you will be doing a lot of writing. As a future professional, you will have to write proposals, reflections, emails, and correspondence, among others. In school, you write many research papers, proposals, plans, and other papers. Assignments will be uploaded to Canvas by the due date listed in the syllabus course schedule at the end of this document. Please write concisely in a coherent manner, with good mechanics and few grammatical and stylistic errors. All formatting in this class will use the APA Manual: 7th Edition. There are two times when you reference: "in-text citations" and "referencing" books, journals, website, etc. Please ask me, use online references, the APA Manual, the PittState Library, and your friends regarding writing and APA formatting

Course Evaluation Methods

This class is worth 1,000 points. There is no curving of grades. You must complete all assignments and examinations to pass the class. The point breakdown is given below:

<i>In-class Activities:</i>		
Individual article summary (4 at 20 pts each)	80 points	8%
Group article presentation (4 at 25 pts each)	100 points	10%
Quizzes (4 at 25 pts each)	100 points	10%
EXAMS (3/4 100 pts each)	300 points	30%
<i>Final Project:</i>		
Project proposal	50 points	5%
Group Conferences (2 at 10 pts each)	20 points	2%
Midterm group peer review	25 points	2.5%
Written final project	125 points	12.5%
Final presentation	75 points	7.5%
Final group peer review	25 points	2.5%
<i>Participation:</i> (up to 2 missed free days)		
Meeting with Eian	10 points	1%
Midterm Class Evaluation	10 points	1%
Discussion/Participation in class	40 points	4%
Attendance	40 points	4%

Assignments, Exams, Quizzes, & Participation

Individual Article Summary (4):

You will choose a current event article, based on the topics we have covered so far during the semester. You will write a summary and analysis of the article. It should be 1 page long, front side only, double-spaced, Times New Roman font, 12-point font. Please include your name and the article name and number (see Course Schedule) in the upper right corner. Article summaries are individually done. They will be due on Thursday evening at 11:59 pm on Canvas. An example will be posted on Canvas for you to view. Please make sure to proofread your article summary BEFORE you submit it Thursday evening. There will be four article summaries due throughout the semester (see Course Schedule). Each summary is worth 20 points, for a total of 80 points, or **8%** of your final grade.

Group Article Presentation:

After students submit the individual article summary the following class groups will meet and discuss among themselves. After reviewing for 10-15 minutes, groups will then present the “most interesting” article to the rest of the class. You will be graded on showing up and participating in the discussions and presentations. Failure to show up will result in a zero, unless discussed with Eian days before class. Your quality presentation will be worth 25 points each, for a total of 100 points, or **10%** of your final grade.

Quizzes:

Quizzes will be over the previous chapters for the last couple weeks. There will be 10 multiple choice questions and one short answer question for a total of 25 points. This is designed to help students know how the upcoming tests will be like as it will be structured the same way but smaller. These will be done in class. If every student shows up to class for the weeks between each quiz, every student will receive a 100% and we will discuss the answers in class. This is all or nothing!!! The only exception to a student is if Eian grants one. Failure to show up will result in a zero, unless discussed with Eian days before class.

Exams:

Students will bring a green scantron the day of exams. Exams will consist of 15-30 multiple choice questions for a total of 60 points. The second part of the exams will consist of short answers for 40 points. Questions will come from lectures, discussions, the book, presentations, or anything spoken about in class. A total of 4 exams with only 3 of them going towards your final grade. Failure to complete an exam will result in a zero with no makeup due to dropping one. Only exemptions must be granted from Eian days before the exams.

Project**Proposal:**

For the project proposal, groups will submit a one-page paper detailing how they plan on doing their final project. Most of the time putting words on a paper is the hardest part and this is a chance to get a head start and help prepare you for the final project. Groups will be graded on the one-page submission and will receive feedback in person the following week. As long as the proposal is completed with small details (2-3 sentences or bullets) over each section, you will receive credit. It is an all or nothing assignment.

Group Conferences:

You and your group will meet with me two times, each worth 10 points (20 points total – or about 2% of your final grade).

Written Final Report:

The final project will be a 5-page paper on “Marketing your Major” detailing all the sections listed under the project files. This is worth **12.5%** of your overall grade! A great paper will be organized and have great selling points in your major. Students will have opportunities to work in class on either paper or presentations. If that time is not enough, students will meet on their own to complete the assignment. Don’t wait until the last week! I WILL KNOW!

Final Project Presentation:

You will you present your project – format will be determined by the class. See Canvas for more details.

Midterm & Final Group Peer Review:

Students in their groups will have a chance to review their peers on how they have contributed to the group projects. This is to help me understand who is helping and who isn't. Students that receive a low peer review can be subject to a separate grade than the rest of the group for their lack of effort (a lower grade) and vice versa. This is worth 25 points each and the grade received will be given from the other peers' reviews.

Meeting with Eian:

This is required! This meeting is to help me get to know you and for you to know me. You can bring questions on how the class will go. The meeting will be due within the first 2 weeks of school. On the first day I will hand out a sheet to get to know you and will talk about it in the meeting. This is something I've had other teachers do for my classes and I really enjoyed it. Helps you understand what to expect throughout the year. The grade will be based on if you had the meeting or not – again it is required! Failure to do so may result in a dropped letter grade! The meeting itself is worth 10 points, or 1% of your final grade.

Midterm Class Evaluation:

An extra credit opportunity to help me figure out what is working and what isn't. I will either hand out a piece of paper in class to fill out or have an assignment under Canvas for it. It will be worth 10 points, or 1% of your letter grade. The actual evaluation will be anonymous, so the grade will be all or nothing, if you completed it or not.

Discussion/Class Participation:

The purpose of this class is to have many discussions and class participation. I do not want this to be structured as a lecture and leave class but rather as a conversation with the whole class. If students do not participate, I will have a conversation with you over your participation in hopes it will pick up. If it doesn't, Points will be deducted as this part is worth 40 points the whole year. A rubric will also be uploaded in files for more detail and information.

Attendance:

You are an adult and this is your education so I cannot and will not force you to come. However, failure to attend class will result in a lower grade. Students who attend classes will see better results in their grade! Here is my attendance policy

- After three unexcused absences four points will be deducted from your grade.
- For an absence to be excused, you must discuss with me at least two days before the absence.
- I will follow PSU policy regarding COVID and other illnesses.
- Inclement weather: Cancellations due to inclement weather will result in assignments due by the next class.

There are numerous assignments and quizzes that can be “free” points if you attend/participate and class. I don't want to fail students but a direct result in no attendance can result in failure. If I am unable to make it to class, I reserve the right to provide either an assignment or an online lecture. Those will consist of either a video, zoom, or something else discussed. I don't expect this to happen.

Note

I reserve the right to amend and to reorganize this syllabus at any time.