
Calumet College



of Saint Joseph

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Calumet College of St. Joseph is a Catholic institution of higher learning dedicated to the academic, spiritual and ethical development of undergraduate and graduate students. Informed by the values of its founding religious community, the Missionaries of the Precious Blood (C.P.P.S.), the College promotes the inherent dignity of all people, social justice, an ethic of service, student empowerment, opportunity, and lifelong learning.

COURSE SYLLABUS

Term: Fall 2018**Course: Marketing ORMN 408**

Instructor Information:

Instructor Name	Dino Ramirez M.S.
Office Number:	219-473-4253
Phone Number:	219-999-2305 Cell
Email:	Dramirez1@ccsj.edu
Office Hours:	9 a.m. – 4 p.m. Room 100B
Instructor Background:	
I possess over 15 years' of diverse marketing experience in different leadership positions within profit and nonprofit organizations. My business marketing background consists of retail management, medical sales management, real estate broker and currently the Coordinator of Career Services here at CCSJ.	

Course Information:

Course Time:	
	6:00 p.m. to 10:00 p.m. Tuesdays Days of : 9/4, 9/11, 9/18, 9/25, 10/2
Classroom:	
	Geminus Center 8400 Louisiana St., Merrillville, IN 46410
Prerequisites:	
	None
Required Books and Materials:	
	Armstrong, G. and Kotler, P. (2016). <u>Marketing: An Introduction</u> . 13 th edition. Pearson Prentice Hall: Upper Saddle River, NJ. ISBN:013414953X ISBN-13:9780134149530
Learning Outcomes/ Competencies:	
Students in this course will:	

- Master an understanding of basic marketing concepts using the text, articles, personal observations and class exercises in a collaborative learning environment.
- Master an understanding of the four components of the marketing mix: product, price, promotion and place as well as distribution concepts using the text, journal articles, personal observations and class exercises in a collaborative learning environment.
- Discuss the importance of market research and have a basic understanding of research techniques and the use of primary and secondary data sources in a collaborative learning environment to satisfaction.
- Explore the move toward relationship marketing and the emphasis on customer satisfaction and value in a collaborative learning environment to satisfaction.
- Explore the role of the marketing function in an organization using available resources with necessary independence to satisfaction.
- Conduct a SWOT analysis using all available resources with necessary independence to satisfaction.
- Conduct basic market research using all available resources with necessary independence to satisfaction.
- Develop a basic marketing plan using all available resources with necessary independence to satisfaction

Course Description:

This is an introduction to the process of marketing products and services in an organizational setting which meets the needs and wants of domestic and global customers. Segmentation, product, service, price, distribution and marketing communication strategies are explored. Factors affecting purchase behavior, new product/service development, marketing research and customer satisfaction will also be discussed.

Learning Strategies:

In this course we will be utilizing lecture, discussion, group projects as tools within our learning strategies.

Experiential Learning Opportunities:

- SWOT analysis on CCSJ
- Company Marketing Plan Presentation

Assessments:		
Major Assignments:	Marketing Plan & Presentation	100 Points each
Assessments:	<ul style="list-style-type: none"> • Weekly Quizzes • Discussion Questions 	20 points each (4) 30 points each (4)
Total	300 points	
Grading Scale:		
100% – 92%: A	91% – 90%: A-	
89% – 88%: B+	87% – 82%: B	81% – 80%: B-
79% – 78%: C+	77% – 72%: C	71% – 70%: C-
69% – 68%: D+	67% – 62%: D	61% – 60%: D-
59% and below:	F	

Course Schedule:

Class Date	Assignments	Class Discussion/Activities
9/4/18	Read Chapters 1,2,3,4 Study vocabulary for quiz Answer questions: 1-1,1-2; 2-2; 3-2, 3-3; 4-1	Overview, Participative Discussion Quiz #1
9/11/18	Read Chapters 5,6,7,8 Study vocabulary for quiz Answer Questions: 5-1, 5-2; 6-1, 6-3; 7-1; 8-2	Overview and Participative Discussion CCSJ SWOT Analysis Quiz #2
9/18/18	Read Chapters 9,10,11,12 Study vocabulary for quiz Answer Questions: 9-1; 10-1, 10-3; 11-3; 12-1, 12-2	Overview and Participative Discussion Quiz #3
9/25/18	Read Chapters 13,14,15,16 Study vocabulary for quiz Answer Questions: 13-1, 13-2; 14-1, 14-3; 15-4; 16-1	Overview and Participative Discussion Surveys Review/Wrap-Up Quiz #4
10/2/18	Marketing Plan Paper & Presentations Due 10/2/18 by 5:59 pm	Marketing Presentations

I reserve the right to change this schedule to meet the needs of the class.

Responsibilities	
Attending Class	You cannot succeed in this class if you do not attend. We believe that intellectual growth and success in higher education occur through interaction in the classroom and laboratories. Being absent doesn't excuse you from doing class work; you have more responsibilities to keep up and meet the objectives of this course.
Turning In Your Work	You cannot succeed in this class if you do not turn in all your work when due. Within the Syllabus, I have listed all the assignment due dates. These dates are firm. That means that the assignment is due on the due date, posted in Blackboard before the beginning of each class. Assignments will not be accepted past the due date and time (late) unless prior arrangements have been made with me in advance. Assignments received past the due date and time will not receive any credit unless otherwise noted from the professor.
CCSJ Student Honor Code	This course asks students to reaffirm the CCSJ Student Honor Code: I, as a student member of the Calumet College academic community, in accordance with the college's mission and in a spirit of mutual respect, pledge to: <ul style="list-style-type: none"> • Continuously embrace honesty and curiosity in the pursuit of my educational goals; • Avoid all behaviors that could impede or distract from the academic progress of myself or other members of my community;

	<ul style="list-style-type: none"> • Do my own work with integrity at all times, in accordance with syllabi, and without giving or receiving inappropriate aid; • Do my utmost to act with commitment, inside and outside of class, to the goals and mission of Calumet College of St. Joseph.
Using Electronic Devices	<p>Electronic devices can only be used in class for course-related purposes. If you text or access the Internet for other purposes, you may be asked to leave, in which case you will be marked absent.</p> <p>Many of us have families and I understand that emergencies can happen, if you must, use your cell phone please excuse yourself from class to handle your business.</p>
Participating in Class	<p>You must be on time, stay for the whole class and speak up in a way that shows you have done the assigned reading. If you are not prepared for class, you may be asked to leave, in which case you will be marked absent.</p> <p>When participating in class discussions, it is expected that students will demonstrate an applied understanding of the material that is being discussed.</p> <p>The following guidelines will be used to determine a student’s participation grade:</p> <ol style="list-style-type: none"> 1. Demonstrated evidence that you have read the assigned work. 2. Demonstrated evidence that you have grasped the author(s) meaning. 3. Demonstrated evidence that you have reflected upon and given thought to the ideas, topics and work. 4. Demonstrated evidence that you have listened to your classmates input and experiences. 5. Demonstrated verbal reflection upon responses to interpretations.
Doing Your Own Work	<p>If you turn in work that is not your own, you will be subject to judicial review by the Faculty-Student Grievance Committee. These procedures can be found in the Student Planner. The maximum penalty for any form of academic dishonesty is dismissal from the College.</p> <p>Using standard citation guidelines to document sources avoids plagiarism. You’ll find guides to the major citation methods at the CCSJ Specker Library Web page at http://www.ccsj.edu/library/subjectsplus/subjects/guide.php?subject=cite</p> <p>PLEASE NOTE: All papers may be electronically checked for plagiarism.</p>
Sharing Your Class Experience	<p>At the end of the term, you will have the opportunity to evaluate your classroom experience. These confidential surveys are essential to our ongoing efforts to ensure that you have a great experience that leaves you well prepared for your future. Take the time to complete your course evaluations – we value your feedback!</p>
Withdrawing from Class	<p>After the last day established for class changes has passed (see the College calendar in the CCSJ Course Catalog), you may withdraw from a course by following the policy outlined in the Course Catalog.</p>

Resources	
CCSJ Book Rental Program	The CCSJ Book Program ensures that everyone has the right course materials on the first day of class to be successful. You pay a book rental fee each semester, and in return, receive all the materials for all your classes prior to the beginning of classes. At the end of the semester, simply return the books. For traditional students, the Book Rental Program is conveniently located in the library, where students can pick up and return their books. For students in accelerated programs and graduate programs, books will be delivered to their homes and they can return them by mail. For more information, see http://www.ccsj.edu/bookstore . All books must be returned at the end of the semester or you will incur additional fees, which will be charged to your student account.
Student Success Center:	The Student Success Center provides faculty tutors at all levels to help you master specific subjects and develop effective learning skills. It is open to all students at no charge. You can contact the Student Success Center at 219 473-4287 or stop by the Library.
Disability Services:	Disability Services strives to meet the needs of all students by providing academic services in accordance with Americans with Disabilities Act (ADA) guidelines. If you believe that you need a “reasonable accommodation” because of a disability, contact the Disability Services Coordinator at 219-473-4349.
Student Assistance Program	Through a partnership with Crown Counseling , Calumet College of St. Joseph provides a free Student Assistance Program (SAP) to current students. The SAP is a confidential counseling service provided to students for personal and school concerns which may be interfering with academic performance and/or quality of life. The SAP counselor is available on campus once a week and off-site at the Crown Counseling offices in Crown Point or Hammond. For more information, contact Kerry Knowles SAP Counselor , at 219-663-6353 (office), 219-413-3702 (cell), or kerryk@crowncounseling.org .
CCSJ Alerts:	Calumet College of St. Joseph’s emergency communications system will tell you about emergencies, weather-related closings, or other incidents via text, email, or voice messages. Please sign up for this important service annually on the College’s website at: http://www.ccsj.edu/alerts/index.html .