
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.

We are committed to the Five Pillars of a CCSJ Education: The CCSJ graduate will be Open to Growth, Intellectually Competent, Religious, Loving, and Committed to Doing Justice. This class, as outlined below, will help you to achieve those goals.

COURSE SYLLABUS Summer, 2020

Course: ORMN 408, Marketing

Instructor Information:	
Instructor Name	Joseph Ferrallo, ABD
Office Number:	Virtual
Phone Number:	1-331-248-3128 voice, voicemail, or text Mon – Sat 9:00 a.m.- 9 p.m. Please, no calls on Sunday, unless it is an emergency. NOTE: Late assignments are not emergencies.
Email:	jferrallo@ccsj.edu
Office Hours:	Mon – Sat 9:00 a.m.- 9 p.m..
Instructor Background: I possess 20+ years of corporate experience in a series of executive positions for three Fortune 100 corporations. I have over 12 years of higher education experience teaching at the undergraduate, and graduate levels both in face-to-face, and online learning environments. I look forward to learning with, and through each of you as your shared experiences contribute to the success in an online learning environment.	
Faculty Educational Background: <i>Cardinal Stritch University, Milwaukee, Wisconsin</i> <i>2020 (Expected) Ph. D., Educational Leadership</i> <i>University of St. Francis, Joliet, Illinois</i> 2007 - Master of Science in Training and Development (M.S.T.D.) 2006 - Master of Business Administration (M.B.A.) 1985 - Bachelor of Business Administration (B.B.A.)	

Course Information:

Course Time:	5:45 p.m. to 7:45 p.m. Monday Evenings May 4, 11, 18, (NO CLASS 05/25 Memorial Day), and June 1, 8, 15, 22
Classroom:	On-line
Prerequisites:	Enrollment in the ORMN Program.
Required Books and Materials:	<ol style="list-style-type: none"> 1. Armstrong, G. & Kotler, P. (2017). <i>Marketing: An Introduction</i>. (13th Ed.). New York, NY: Pearson. 2. <i>Publication Manual of the American Psychological Association</i>. Washington, D.C. (Either 6th Ed. - 2010, or 7th Ed. – 2018). Best to purchase the spiral bound edition. It can be ordered on Amazon for about \$30. You will need this book for your college career to write in proper APA format.

Learning Outcomes/ Competencies: Students 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, 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.
- Develop a basic marketing plan using all available resources with necessary independence to satisfaction

This course meets the following learning objectives for the Organization Management Program.

1. Demonstrate knowledge of the historical and philosophical foundations of various management and leadership models and be able to apply such models in an organizational setting.
2. Be able to apply research skills and appropriate quantitative methods in order to evaluate and address real world problems in organizations.
3. Be able to critically and reflectively evaluate and engage in ethical issues in Organization Management, particularly questions of social responsibility and professional decision-making.

4. Be able to create a logical argument and communicate ideas at a professional level both orally and in written form

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 (place), promotion, 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:

- Master an understanding of basic marketing concepts using the text, journal articles, personal observation, and class exercises in a collaborative learning environment.
- Master an understanding of the four components of the marketing mix: product, price, promotion, and distribution (place) concepts using the text, journal articles, personal observations and class exercises in a collaborative learning environment.
- Conduct 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.
- Develop a basic marketing plan using all available resources with necessary independence to satisfaction.

Experiential Learning Opportunities:

We will not participate in any experiential learning opportunities during our course.

Assessments:

Assessments:		
Major Assignments:	Final Project Final Project Presentation NOTE; All students must complete a Final Project and Presentation to complete, and pass the course.	200 points 50 points
Assessments:	Written assignments during weeks 2, 3, 4, 5, and 6	50 points each (250 points)
Class Participation:	Weeks 1, 2, 3, 4, 5, 6 and 7 attendance Weeks 1, 2, 3, 4, 5, 6 and 7 online discussions	25 points each (175 points) 25 points each (175 points)
Total		850 Points total
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:

Week	Class Date	Assignments	Date Due
1	05/04/20 Monday	Read Chapters 1, 2, 3 Class Introductions – Online Course Overview, Format, Assignments Read Final Project Assignment Online – come to class with questions Final Project Discussion Form Final Project Teams (3 to 4) Create ideas for Final Project 05/04 Class Lecture Online Chaptrs 1 &2 Note: No assignments due Week 1 Tuesday - Sunday – Online Discussion First Discussion Post due by Discussion reply to at least (2) students by	05/04/20 05/04/20 05/04/20 05/04/20 05/04/20 05/04/20 05/04/20 05/04/20 Wed,05/06 Sun 05/10
2	05/11/20 Monday	Read Chapters 4, 5, 6, Homework Assignment 1 due 05/11 Class Lecture Online Chptrs 3, 4 & 5 Finalize Project Marketing team ideas (During Online course time) Tuesday - Sunday – Online Discussion First Discussion Post due by Discussion reply to at least (2) students by	05/11/20 05/11/20 05/11/20 05/11/20 Wed 05/13 Sun 05/17
3	05/18/20 Monday	Read Chapters 7 ,8, 9, 10 Homework Assignment 2 due 05/18 Class Lecture Online Chptrs 6, 7, 8 Draft Marketing Plan idea due (In class) Tuesday - Sunday – Online Discussion First Discussion Post due by Discussion reply to at least (2) students by	05/18/20 05/18/20 05/18/20 05/18/20 05/20/20 05/24/20
	05/25/20 Monday	NO CLASS – Memorial Day Holiday 1. Use break to work with Final Project team to conduct research! 2. Work ahead on weekly class assignments.	NO CLASS
4	06/01/20 Monday	Read Chapters 11, 12, and 13 Homework Assignment 3 due 06/01 Class Lecture Online Chpt 9, 10&11 Marketing Plan Team Work (In Class)	06/01/20 06/01/20 06/01/20 06/01/20

		Tuesday - Sunday – Online Discussion First Discussion Post due by Discussion reply to at least (2) students by	06/03/20 06/07/20
5	06/08/20 Monday	Read Chapters 14, 15, and 16 Homework Assignment 4 due 06/08 Class Lecture Online Chp 12, 13&14 Marketing Plan Team Work (In Class) Tuesday - Sunday – Online Discussion First Discussion Post due by Discussion reply to at least (2) students by	06/08/20 06/08/20 06/08/20 06/08/20 06/10/20 06/14/20
6	06/15/20 Monday	Homework Assignment 5 due 06/15 Class Lecture Online Chp 15 & 16 Marketing Plan Team Work (In Class) Tuesday - Sunday – Online Discussion First Discussion Post due by Discussion reply to at least (2) students by	06/15/20 06/15/20 06/15/20 06/17/20 06/21/20
7	06/22/20 Monday	Final Marketing Plan Project due Final Project Presentations (Each Team will have 15 minutes to present, 5 minutes for questions) Review/Wrap-up (Online Class)	06/22/20 06/22/20 06/22/20

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

Responsibilities	
Attending Class	<p>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.</p> <p>NOTE; We will be attending class online this semester via Zoom meeting software. Professor will post the Zoom meeting link in Announcements section, as well as send email in Blackboard system.</p> <p>Class meeting Day and Dates: Monday's May 4, 11, 18, (NO Class on May 25th – Memorial Day), and June 1, 8, 15, and 22</p> <p>Class Meeting Time: 5:45 p.m. – 7:45 p.m. It is expected that all students will be present on the Zoom net meeting site before 5:45 p.m. (25 points)</p>

	<p>Attendance will be taken at 5:45 p.m. Students are considered late after 5:45 p.m., Reduced attendance points will be given for late class arrivals as follows:</p> <p><15 minutes late – 5 point reduction <30 minutes late – 10 point reduction <45 minutes late – 15 point reduction</p> <p>Any late time greater than 45 minutes will be considered absent, and student will not receive attendance points, and attendance points cannot be made up.</p> <p>Class Absences: If you cannot make a class session, then you must notify your instructor by sending a Blackboard email, and include the reason why.</p> <p>Regardless of reason, any student who misses a class session will not receive attendance points for the week, and attendance points cannot be made up.</p>
<p>Online Class Discussions:</p>	<p>Each week, students are expected to participate in online class discussions in Blackboard. Your voice matters. Everyone’s experiences are what contributes to the success of Adult learning collaboratively, and collectively.</p> <p>In this course, student will be engaging in online discussions.</p> <p>First response to Instructors post must be made before Wednesday by 11:59 p.m. (15 points)</p> <p>Responses to at least (2) other student posts must be made before Sunday by 11:59 p.m. (10 points)</p> <p>Students are expected to participate in all weekly online class discussions. Not participating in class discussions is like not attending class. Any students who do not participate in class discussions will receive zero points for the week, and discussions cannot be made up.</p>
<p>Turning In Your Work</p>	<p>You cannot succeed in this class if you do not turn in all your work when due.</p> <p>All assignments are due, and should be uploaded into Blackboard before the start of class on Monday, by 5:45 p.m.</p> <p>Any assignment received after 5:45 p.m. are considered late, and late assignment policies will apply as follows:</p> <p><u>Assignment received</u></p> <p>Less than 24 hours after original due date will receive a 10% point penalty Less than 48 hours after original due date will receive a 20% point penalty Less than 72 hours after original due date will receive a 30% point penalty Less than 96 hours after original due date will receive a 40% point penalty After 96 hours late assignments will not be accepted.</p> <p>NOTE: Late assignment policy above does not apply to the Final Project. Final Projects are due before 5:45 p.m. the last evening of class,</p>

	<p>NO exceptions. Any team that does not turn in the Final Project will receive a course failing grade, and must repeat the course at a later date.</p> <p>Final Presentations are to be presented by each team online the last evening of class, NO exceptions. Any team that does not present their final project, will receive zero points, NO exceptions.</p>
<p>Writing in APA Format</p>	<p>Realize that all students will adhere to the American Psychological Association (APA) style of writing format for all course assignments. <u>Course assignments not turned in in APA format will be returned to students, and no credit will be given.</u></p> <p>When completing homework and papers, it is incumbent upon you to cite all sources correctly, according to APA guidelines. Sources are published works by someone else.</p> <p>This means that when using their sources to support your arguments, positions, or ideas within your work, you must cite your source within the body of your paper (according to APA format), AND include the source in your References section at the end of your written assignment.</p> <p>Additionally, APA resources can be found in the CCSJ Specker Library online directly from your computer. 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>Also, American Psychological Association (APA) resources can be accessed from the Purdue Online Writing Lab (OWL). Do a search on Google, put in "Purdue Online Writing Lab" and you will be directed to the link.</p> <p>Further, APA resources such as Assignment Template, APA Writing Guidelines and APA Resources can be found in the Course Resource section of our course in Blackboard.</p> <p>There are no exceptions to this policy. Students found in violation of this policy are subject to Academic Dishonesty policies set forth by Calumet College of St. Joseph. Refer to the Student Handbook for more information.</p>
<p>Meeting Standards for Classroom Behavior</p>	<ul style="list-style-type: none"> • Sign into the Zoom meeting site early: Class begins promptly at 5:45 p.m., and ends at 7:45 p.m. Attendance will be taken at the beginning of class at 5:45 p.m. • Use all the class time. Come to class on time and stay in class until the end. Coming late, leaving early, and getting up during class disrupts the class and disrespects others. • Come prepared. Bring your course text, be prepared to take notes, and be able to demonstrate that you have completed the assignments for the day through your participation in class.

	<ul style="list-style-type: none"> • Respect others. Listen when your classmates and the instructor are speaking. Think about their contributions. Respond appropriately. • Use electronic devices only for class purposes. Engage with your classmates and the instructor without technological distractions.
CCSJ Student Honor Code	<p>This course asks students to reaffirm the CCSJ Student Honor Code:</p> <p>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:</p> <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; • 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.
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>Your voice matters! 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	<p>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.</p>
Student Success Center	<p>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</p>

	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 .