IDEAL PROGRAM
COURSE SYLLABUS
ONLINE

Dear Student,

Please read the following course syllabus carefully, especially the course expectations and activities. If you have any questions, please do not hesitate to communicate with the IDEAL office, your academic advisor, or the instructor.

The IDEAL degree-completion program is designed with the adult learner in mind. Adult learners approach learning with specific goals, want to be able to directly apply new learning to their work and personal lives, and tend to learn best when the coursework is problem-centered so that they are actively engaged in the learning process. In addition, adults bring rich and varied experience to the classroom, which becomes a valuable learning resource for other students.

The IDEAL Program assumes joint responsibility in the learning process. The activities and assignments in our courses build on the shared experience of all learners in each class. This is why each student's preparation, participation and interaction in class activities and discussions are critical to the success of each course. The accelerated format of each course requires a significant amount of time outside the classroom to prepare for and complete the course assignments. This varies between students and courses; however, students typically spend a minimum of ten-twelve hours per week on course material.

To participate in the IDEAL Program, it is expected that you will do the following:

1. Participate in and complete the online orientation prior to your first online course.
2. Obtain the required course materials prior to the course start date.
3. **If you do not participate during the first week of the course, you will be dropped one letter grade. If a student doesn't participate for two or more weeks a grade of "F" will be entered for a final grade.**.
4. Login to your course a minimum of three times per week.
5. Complete all assignments to the best of your ability.
6. Participate in the class discussions and demonstrate respect and consideration to the instructor and other students when they express themselves in discussion.
7. If you have any technical difficulties, you must contact the Office of Distance Education immediately at ubonline@bridgeport.edu.

It is the student's responsibility to familiarize himself or herself with and adhere to the standards set forth in the policies on cheating and plagiarism as defined in Chapters 2 and 5 of the Key to UB http://www.bridgeport.edu/pages/2623.asp or the appropriate graduate program handbook.

E-mail correspondence

It is imperative that you check your UB e-mail on a regular basis. All written correspondence, to include IDEAL and the University will be sent to you through his e-mail. **The University can no longer correspond to your personal e-mail account(s).**

Have questions about taking an online course? Go to:

"Instructions for Taking a UB Online Course"
[http://www.bridgeport.edu/academics/online/yourfirstcourse.aspx]

The IDEAL Program

Course No. & Title

MKTG 305 PRINCIPLES OF MARKETING
Fall 2013 Online
Aug 26 to October 19

Course Description:

This course examines the basic marketing principles practiced by modern organizations including product development, distribution, promotion and pricing. It is the foundation course for upper-level marketing courses.

Instructor & contact information

Instructor: **Stephen Paulone**
Telephone: **203-596-4667**
Email: spaulone@bridgeport.edu

Required Textbook:

Text Title: Marketing: An Introduction 11th Edition
Authors: Kotler and Armstrong
Publisher: Prentice Hall
ISBN: 978-013274403-4

To order textbooks, go to the bookstore website at: http://www.bridgeportbookstore.com
Select IDEAL Campus and login to the bookstore. Select the course and follow instructions.

Learning Outcomes:

1. Students will gain an understanding of the role of marketing in a business organization and an appreciation of how the marketing of goods and services improves the quality of life of individual consumers.
2. Students will be able to identify and understand the interrelationship of all activities involved in the marketing management process. Students will also learn how to conduct marketing research and to understand its role in the planning of effective marketing strategies.
3. Students will gain a comparative understanding of domestic and international marketing.

Assignments and Grading Criteria:

One short paper (3-5 pages) discussed with class in threaded discussion 35%
Write a paper where you analyze an article pertaining to marketing strategy of a company. You need to incorporate material from the first module's lecture and chapter's 1 & 2 of the text. I am available to review articles before submission but that is not a requirement. Due end of Module 2.

You will be graded on the following parameters:
15 points for spelling, grammar and presentation of paper
15 points for originality of content and article choice
10 points for length of paper (2-3 pages) and proper citation of article source
60 points for proper use of terminology and concepts from course that apply to the role of marketing in a business organization, the interrelationship of all activities involved in the marketing management process or marketing research and how it helps a company/person to understand its role in the planning of effective marketing strategies.

Major Term Project (approx. 10 pages) 40%
Create a marketing plan for a product or service of your choice. Plan should include (but not be limited to:

- Executive Summary
- Current Marketing Situation
- SWOT analysis
- Objectives and Issues
- Action Program and Desired Outcomes
- Financials and Budgets need not be developed for this exercise

This is worth 40% of your final grade.

Points will out of 100 and be assigned as follows:
15 points for spelling, grammar and presentation of paper
10 points for length of paper (8-10 pages) and proper citation of sources
15 points for originality of content and application of course material
25 points for SWOT analysis and support
35 points for proper use of terminology and concepts from course

Participation in threaded discussions 25%\

Graded on support of comments with course material, responding and participating at least three times a week and interfacing with your fellow students.

Letter Grading Scale:

% of Points Earned	Letter Grade
100-94	A
93-90	A-
89-87	B+
86-84	B
83-80	B-
79-77	C+

% of Points Earned	Letter Grade
76-74	C
73-70	C-
69-67	D+
66-64	D
63-60	D-
Below 60	F

Conference Hours:
Available to schedule by phone /e-mail.

Description of Weekly Sessions:

Course Plan Outline

Learning Unit 1
Course Introduction & Overview - "What is Marketing?"

Learning Unit 2
Strategic Planning and the Marketing Process
Marketing in the Internet Age

Learning Unit 3
The Marketing Environment
Marketing Research and Information Systems

Learning Unit 4 February 10 Paper Due
(First Paper Due)
Consumer Markets and Consumer Buyer Behavior
Business Markets and Business Buyer Behavior
Market Segmentation, Targeting, and Positioning for Competitive Advantage

Learning Unit 5
Product and Service Strategies
New product Development and Life-Cycle Strategies
Pricing Products: Pricing Considerations and Strategies

Learning Unit 6
Distribution Channels and Supply Chain Management
Retailing and Wholesaling

Learning Unit 7
Integrated Marketing Communications
Advertising, Sales Promotion, and Public Relations
Personal Selling and Sales Management
Final Papers due by end of day March 8
The Global Marketplace
Marketing & Society
Wrap-up

ACADEMIC POLICIES

Ethics Statement of Confidentiality

An integral component of an IDEAL course is student and faculty expression of personal experiences for the purpose of facilitating coursework. Students enrolled in the program are expected to honor confidentiality as it pertains to student disclosure. Shared information, comments, or opinions expressed by another student or the faculty member during the course of classroom discussion should never be used in a manner which is intended to humiliate, embarrass, harass, damage, or otherwise injure other students in their personal, public, or business lives. In addition, confidentiality must be upheld by not disclosing any information that would identify any particular individual.

Attendance Policy

Course attendance, especially in an online course, is an integral part of the academic experience; therefore, students are expected to be participative in all course activities and discussions. If you do not participate during the first week of the course, you will be dropped from the course. If you cannot participate in all the course activities you should consider dropping the course.

Drop Procedures

To drop a course, you must complete and submit a Schedule Change Request Form. The form can be accessed at the following web page:

http://www.bridgeport.edu/pages/2595.asp

Starting Fall 2012

- Drop a course after the start date.....$30.00 per transaction
- Drop prior to the start date…….....100% Tuition Refund
- Drop prior to the second week of the course.....75% Tuition Refund
- Drop prior to the third week of the course.....50% Tuition Refund
- Drop during/after the third week of the course…..…....0% Tuition Refund

****Please note students will not be automatically dropped for not participating during the first week. Lack of participation for one week will reduce the final grade by one letter grade. If you have to miss the first week of the online course, *you must contact your instructor* in writing before the first week. However, a grade reduction will apply.**

Please print and complete the form and fax the form to the IDEAL Office: 203-576-4537. Prior to dropping a course, the student should contact their IDEAL Academic Advisor to understand the implications to financial aid and/or degree plan progress.

Please review the Academic Calendar to see the fees for a drop and the impact on tuition. The Academic Calendar can be found at: http://www.bridgeport.edu/pages/2595.asp

Academic Dishonesty

We are committed to intellectual integrity in our academic pursuits; therefore, the IDEAL program prohibits all forms of academic dishonesty. Academic dishonesty is normally defined as, but not limited to, the following two categories:

Cheating – Using inappropriate sources of information in an assignment or on a test. The following are examples of cheating taken from real student experiences:

> Case #1: A student is enrolled in an introductory computer-programming course. He has co-workers who program in the same language as his final project. As the end of the term approaches, he wonders how he will find the time to get the project finished, and asks one of his co-workers for help. His co-worker hands him a disk with a complete program similar to the kind required for the course project. The student makes minor modifications to the program, and submits it under his own name.
>
> Case #2: A student enrolled in a religious studies course has never taken a humanities or history course, and is unsure about how to structure a research paper. She is doing research on the World Wide Web, and comes across a paper written by a student from another university. Using her computer mouse, she copies and pastes the document into her word processor. She goes to great lengths to re-word the paper in her own style, but essentially leaves the content and organization the same.

Plagiarism – Intentional as well as unintentional failure to acknowledge sources as well as the use of commercially available so-called "research papers" without full recognition of the source. Presenting as one's own, the ideas, words, or products of another. The following are examples of plagiarism taken from real student experiences:

> Case #3: A student is conducting research for a Civil War research paper. He has reviewed work on the Internet as well as in the library. Finding helpful information, he has summarized his findings without citing his sources. He believes that minor paraphrasing is all that is necessary.
>
> Case #4: A student is writing a paper that requires her to address specific topics and problems in the assigned course textbook. She takes the information directly from the textbook with slight modification, without giving any citation. She thinks that since it is the course textbook, she doesn't have to use quotations or citations.

Academic dishonesty applies to all courses, assignments or exams completed by students and submitted as their own original work, whether in person or by electronic means. The University does not tolerate cheating in any form. It is a serious breach of conduct with serious consequences. Instructors have the right to determine the appropriate penalty for academic dishonesty in their own classes; generally, however, such acts will result in a failing grade for the assignment and/or the course. The penalty for subsequent acts of academic dishonesty may include expulsion.

More information on how to recognize plagiarism can be found at this site:
http://www.indiana.edu/~istd/plagiarism_test.html

ACADEMIC RESOURCE CENTER

The Academic Resource Center is available for IDEAL students seeking help in their studies. The Center is staffed by writing professionals and peer tutors. More information can be found at: http://myub.bridgeport.edu/academics/academicrescenter/Pages/default.aspx The Center is located in the Wahlstrom Library, Room 506. Hours of operation are Mondays –Thursday 9am – 6pm and Fridays 9am – 1pm. Make an appointment or walk-in: Telephone: 203-576-4290.

Online Tutoring is available at: www.etutoring.org. To use this free service you must have a UBNet account.

Obtaining a UBNet Account
Every registered student should obtain a UBNet Account. The account allows you to access your grades, access library services, access online tutoring, access the computers in computer labs, and provides an email account in which the University sends out information. Go to: http://www.bridgeport.edu/ubnet - Click on "New UBNet Account" and follow the instructions.

The @bridgeport.edu email address is the official email the University uses to send information to you. You can have your Bridgeport.edu email forwarded to any other email account you use. Following the activation of your UBNet account (takes 24 hours), login at: http://www.bridgeport.edu/email and click on "forwards" at the top of the page. Follow the directions to forward email messages to your other account.

Accessing Your Grades & Schedule Online
The WebAdvisor online information system allows students to search for available classes, check grades, view semester class schedule and verify your personal profile. Grades are generally posted 2-3 weeks following the end of a course. Information on WebAdvisor is password protected and requires you to use your UBNet username and password. To access WebAdvisor, go to: http://www.bridgeport.edu/webadvisor

1. Login in with your UBNet username and password.
2. Click on "Student Menu."
3. Click on "My Grades."

If you are carrying a financial balance, access to WebAdvisor will be restricted.

Using the Library
You can access the library through the library's website: http://www.bridgeport.edu/library.
Research tools available:

- Search for books held at the library.
- Search the online databases for your academic field; business, counseling, human services, psychology, etc.
- Send questions to the Reference Librarian for assistance in research topics and searching strategy.

To access the online journals for research purposes, you will need a UBNet account (see above).

IMPORTANT CONTACT INFORMATION

Office	Contact	Telephone	Email
Bridgeport Campus Security		(203) 576-4911	ubsecurity@bridgeport.edu
Bursar	Robinson Hernandez	(203) 576-4692	bursar@bridgeport.edu
Cashier	Lana Mistry	(203) 576-4682	cashier@bridgeport.edu
Financial Aid		(203) 576-4568	sfs@bridgeport.eud
Registrar		(203) 576-4642	registrar@bridgeport.edu
Emergency Notification Phone		(203) 576-4159	
Distance Education Office		(203) 576-4853	ubonline@bridgeport.edu

IDEAL Office		(203) 576-4800	idealinfo@bridgeport.edu

CAMPUS CONTACT INFORMATION

Campus	Address	Telephone	Email
Bridgeport	126 Park Avenue Bridgeport, CT 06604	(203) 576-4800	idealinfo@bridgeport.edu
Stamford	5 Riverbend Drive Stamford, CT 06750	(203) 358-0700	ubstamford@bridgeport.edu
Waterbury	84 Progress Lane Waterbury, CT 06705	(203) 573-8501	ubwaterbury@bridgeport.edu
Woodbridge	6 Lunar Drive Woodbridge, CT 06525	(203) 576-4800	idealinfo@bridgeport.edu
IDEAL Office		(203) 576-4800	idealinfo@bridgeport.edu

Directions to IDEAL Campus locations	http://www.bridgeport.edu/pages/2260.asp

To fill out your financial aid report to the Federal Government, please go online to www.fafsa.ed.gov. The school code for the University of Bridgeport is 001416.
Federal Student Aid Information: 1-800-433-3243