



Term: Fall 2015
Course Number: BUS 400x
Instructor: Alan Valente
Office: 529
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Home Phone: (optional)
Office Hours: By Appointment

Instructor Background: BA in Management from St. Joseph College. BS in Economics from St. Joseph College. MBA from DePaul University.

Course Time: 7:00 – 10:00p

Course Description: This course is an in-depth review of theories, principles, concepts, and activities involved in the flow of goods and services from producer to user.

Prerequisites: MGT 220 and either MTH 160 or MTH 103-104

Learning Outcomes/ Competencies:

Students in this course will: understand the role of marketing in a free enterprise economy; develop an understanding of marketing terms, institutions and concepts; develop the ability to make the marketing decisions a manager must make to satisfy customers by satisfying their needs; identify and explain, and then apply the important marketing concepts in case situations; apply marketing concepts cumulatively; analyze marketing case problems confidently and meaningfully, thus providing a solid foundation for case analysis; and apply the concept of the “marketing Code of Ethics” to management decision making.

Textbooks: Marketing: An Introduction by Armstrong, Gary and Kotler, Philip. 12th edition.

Learning Strategies: Group Discussions, Periodical Reports, and Case Studies.

Assessment:

Exams (Midterm, Final, Quizzes)	70% of grade
Class participation/collaboration/attendance/assignments	20% of grade
Class presentation and assessment instruments	10% of grade

Class Policy for Assignments:

1. Students are expected to read assignments for the week assigned before coming to class.
2. All exams will be announced one week in advance.
3. Book reports are to be approved by the instructor.
4. The instructor will be available for individual or group counseling at anytime, upon advance student request.

Grading Scale:

	Points
A	100-92
A-	91-90
B+	89-88
B	87-82
B-	81-80
C+	79-78
C	77-72
C-	71-70
D+	69-68
D	67-62
D-	61-60
F	59 and below

Class Policy on Attendance:

1. Attendance is taken each class period.
2. Students are permitted to miss the equivalent of six (6) classroom contact hours (2 classes) without any action.
3. The missing of the seventh (7) contact hour elicits a warning to the student that any more absences may result in the lowering of the final grade by at least one letter grade, and/or the student will be required to complete an additional assignment(s) for the course of study.

Course Outline:

Class Dates:	Topics/Assignments:
September 3rd	Chapter 1 Review Personal Assignments
September 10th	Chapter 2 & 3
September 17th	Chapter 4 & 5 Case #1
September 24th	Chapter 6 & 7 Periodical Reports
October 1st	Test Chapters 1 through 7
October 8th	Chapter 8 & 9
October 15th	Chapter 10 Periodical Reports
October 22nd	Chapter 11 & 12 Case #6
October 29th	Test Chapters 8 through 12
November 5th	Chapter 13 Periodical Reports
November 12th	Chapter 14 Case #9
November 19th	Chapter 15
December 3rd	Final Exam

Class Participation: (per instructor)

- 1. Students are expected to read assignments for the week assigned before coming to class.**
- 2. All exams will be announced one week in advance.**
- 3. Book reports are to be approved by the instructor.**
- 4. The instructor will be available for individual or group counseling at anytime, upon advance student request.**

Tutoring Center:

The Tutoring Center is dedicated to supporting Calumet College of St. Joseph students. Students work with tutors to develop course competencies and study skills such as time management, test preparation, and note taking. In addition, students are provided with tutoring support to help pass courses, to improve grade point average, and to promote continuing education and career advancement. Tutors have a specific charge: to help students learn how to master specific subject matter and to develop effective learning skills. Tutoring is open to all students at Calumet College of St. Joseph at no charge and is available to support most introductory courses. Tutoring in support of some other courses is available as well. The Tutoring Center is located in Room 413. The telephone number is 219.473.4287 or 800.700.9100 ext. 287.

Statement of Plagiarism:

If an instructor or other Calumet College of St. Joseph personnel find that a student has plagiarized or been involved in another form of academic dishonesty, the instructor or other personnel may elect to bring the matter up for judicial review. The maximum penalty for any form of academic dishonesty is dismissal from the College. The procedures for judicial review are listed under the section of CCSJ handbook that addresses student grievances.

PLEASE NOTE: Calumet College of St. Joseph subscribes to Turnitin.com and all papers can and may be submitted for checks on plagiarism from the Internet/Electronic sources/Databases.

Citation Guidelines:

Calumet College of St. Joseph adheres to citation guidelines as prescribed by the particular discipline (i.e., MLA, APA, and Chicago Manual of Style or Turabian.). All of these guidelines are available in the Calumet College of St. Joseph library or bookstore. These texts outline how to cite references from a variety of sources, including electronic media.

Withdrawal from Classes Policy:

After the last day for class changes has passed (see College calendar), students may withdraw from a course in which they are registered with permission from the faculty member conducting the course. A written request detailing the reason(s) for the withdrawal must be filed with the Registrar. The Registrar must receive written request for withdrawal by the last day of classes prior to the final examination dates specified in the catalogue. Written requests may be mailed to the Registrar or faxed to the College fax number 219-473-4259. Students are to make note of the refund schedule when withdrawing from courses. The request is forwarded to the faculty member, who makes the final determination to accept or deny the request. If the request is honored, the student will receive notification of official withdrawal; if denied, the notification will indicate why the withdrawal is disallowed.

An official withdrawal is recorded as a "W" grade on the student's transcript. Dropping a course without written permission automatically incurs an "F" grade for the course (see Refund Schedule).

Student Support Services:

Among its other services, the Student Support Services Office guides, counsels and assists students with disabilities. If a student believes that he or she needs a “reasonable accommodation” of some kind because of a physical, psychological, or mental condition (e.g., additional time needed for tests, note taking assistance, special testing arrangements, etc.), he or she should contact the Student Support Services Office at 473-4388. Staff there will secure documentation pertinent to the disability and work with faculty and staff, if necessary, to address the matter.

CCSJ Alert:

Calumet College of St. Joseph utilizes an emergency communications system that transmits messages via text, email, and voice platforms. In the event of an emergency, of weather related closings, or of other incidents, those students who are registered for the system shall receive incident specific message(s) notifying them of the situation. Please sign-up for this important service at any time on the College’s website. Alternatively, you can register at the time you register for classes. This service requires each user to register once per academic year. Therefore, at the beginning of each academic year, please remember to re-register for the system.

School Closing Information:**Internet:**

<http://www.ccsj.edu>

<http://www.EmergencyClosings.com>
Facility: Calumet College of St. Joseph
Phone: 219.473.4770

Radio:

WAKE – 1500 AM
WGN - 720 AM
WIJE – 105.5 FM
WLS – 890 AM
WZVN – 107.1 FM
WBBM NEWS RADIO 78

TV Channels:

2, 5, 7, 9, 32