



Your University of Choice

COURSE SYLLABUS

Term: Spring 2019

Course: Marketing ORMN 408

Instructor Information:

Instructor Name	Dino Ramirez
Office Number:	219-473-4202
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Email:	Dramirez1@ccsj.edu
Hours Available:	9 a.m. – 4 p.m. Office Room 100B (by appointment)

Instructor Background:

Calumet College of St. Joseph, Whiting, Indiana

- *Bachelor of Science in Business Management (B.S.)*
- *Master of Science in Management – Organization Leadership (M.S.)*

I possess over 15 years' experience in different leadership positions within profit and nonprofit organizations. My diverse business background consists of retail management, medical sales management, real estate, higher education enrollment management and currently as the Coordinator of Career Services here at CCSJ.

Course Information:

Course Time:	6:00 p.m. to 10:00 p.m. Days of: 2/18; 2/25; 3/4; 3/11; 3/18
Classroom:	Calumet College of St. Joseph Room 300
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 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 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.

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Assessments:

Major Assignment:	Marketing Plan & Presentation	100 Points
Quizzes:	Weekly Quizzes	20 points each (4)
Weekly Questions:	Discussion Questions at the end of chapters (questions to answer listed below)	30 points each (4)

Marketing Plan requirements are listed on additional page.

Grading Scale:

300 total points possible

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
2/18/19	Read Chapters 1,2,3,4 <i>Study vocabulary for quiz</i> Answer questions: 1-1,1-2; 2-2; 3-2, 3-3; 4-1	Overview, Participative Discussion Quiz #1
2/25/19	Read Chapters 5,6,7,8 <i>Study vocabulary for quiz</i> Answer Questions: 5-1, 5-2; 6-1, 6-3; 7-1; 8-2	Overview and Participative Discussion CCSJ SWOT Analysis Quiz #2
3/4/19	Read Chapters 9,10,11,12 <i>Study vocabulary for quiz</i> Answer Questions: 9-1; 10-1, 10-3; 11-3; 12-1, 12-2	Overview and Participative Discussion Quiz #3
3/11/19	Read Chapters 13,14,15,16 <i>Study vocabulary for quiz</i> Answer Questions: 13-1, 13-2; 14-1, 14-3; 15-4; 16-1	Overview and Participative Discussion Surveys Review/Wrap-Up Quiz #4
3/18/19	Marketing Plan Paper & Presentations Due 3/18/19 by 5:59 pm	Marketing Presentations

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. However, we do not want to penalize students for participating in college-sponsored events. When you miss class because of a college event, you must give notice of your absence in advance, and you are responsible for all missed work. 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>If you are unable to come to class on a scheduled day it is the student's responsibility to call the instructor to notify them of an absence. All assignments that are due on that day still need to be turned in prior to the start of class at 6 p.m. on the scheduled class day in Blackboard.</p>
Turning In Your Work	<p>You cannot succeed in this class if you do not turn in all your work on the day it is due.</p> <p>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.</p> <p>NOTE: ***ORMN-408 students will adhere to the American Psychological Association Guidelines (APA) style of writing for all course assignments.</p>
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>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.

	<p>4. Demonstrated evidence that you have listened to your classmates input and experiences.</p> <p>5. Demonstrated verbal reflection upon responses to interpretations.</p> <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 discussion, you may be asked to leave, in which case you will be marked absent.</p>
Doing Your Own Work	<p>If you turn in work that is not your own, you are subject to judicial review, and these procedures can be found in the College Catalog and the Student Planner. The maximum penalty for any form of academic dishonesty is dismissal from the College.</p> <p>Using standard citation guidelines, such as MLA or APA format, to document sources avoids plagiarism. The Library has reference copies of each of these manuals, and there are brief checklists in your Student Handbook and Planner.</p> <p>PLEASE NOTE: All papers may be electronically checked for plagiarism.</p>
Withdrawing from Class	<p>After the last day established for class changes has passed (see the College calendar), you may withdraw from a course by following the policy outlined in the CCSJ Course Catalog.</p>

Resources	
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 students at no charge. You can contact the Student Success Center at 219 473-4287 or stop by the Library.</p>
Disability Services:	<p>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.</p>
CCSJ Alerts:	<p>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.</p> <p>In addition, you can check other media for important information, such as school closings:</p> <p>Internet: http://www.ccsj.edu 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</p>

Emergency Procedures

MEDICAL EMERGENCY

EMERGENCY ACTION

1. Call 911 and report incident.
2. Do not move the patient unless safety dictates.
3. Have someone direct emergency personnel to patient.
4. If trained: Use pressure to stop bleeding.
5. Provide basic life support as needed.

FIRE

EMERGENCY ACTION

1. Pull alarm (located by EXIT doors).
 2. Leave the building.
 3. Call 911 from a safe distance, and give the following information:
 - Location of the fire within the building.
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- A description of the fire and how it started (if known)

BUILDING EVACUATION

1. All building evacuations will occur when an alarm sounds and/or upon notification by security/safety personnel. **DO NOT ACTIVATE ALARM IN THE EVENT OF A BOMB THREAT.**
2. If necessary or if directed to do so by a designated emergency official, activate the building alarm.
3. When the building evacuation alarm is activated during an emergency, leave by the nearest marked exit and alert others to do the same.
4. Assist the disabled in exiting the building! Remember that the elevators are reserved for persons who are disabled. **DO NOT USE THE ELEVATORS IN CASE OF FIRE. DO NOT PANIC.**
5. Once outside, proceed to a clear area that is at least 500 feet away from the building. Keep streets, fire lanes, hydrant areas and walkways clear for emergency vehicles and personnel. The assembly point is the sidewalk in front of the college on New York Avenue.
6. **DO NOT RETURN** to the evacuated building unless told to do so by College official or emergency responders.

IF YOU HAVE A DISABILITY AND ARE UNABLE TO EVACUATE:

Stay calm, and take steps to protect yourself. If there is a working telephone, call 911 and tell the emergency dispatcher where you are **or** where you will be moving. If you must move,

1. Move to an exterior enclosed stairwell.
2. Request persons exiting by way of the stairway to notify the Fire Department of your location.
3. As soon as practical, move onto the stairway and await emergency personnel.
4. Prepare for emergencies by learning the locations of exit corridors and enclosed stairwells. Inform professors, and/or classmates of best methods of assistance during an emergency.

HAZARDOUS MATERIAL SPILL/RELEASE

EMERGENCY ACTION

1. Call 911 and report incident.
2. Secure the area.
3. Assist the injured.
4. Evacuate if necessary.

TORNADO

EMERGENCY ACTION

1. Avoid automobiles and open areas.
2. Move to a basement or corridor.
3. Stay away from windows.
4. Do not call 911 unless you require emergency assistance.

SHELTER IN PLACE

EMERGENCY ACTION

1. Stay inside a building.
2. Seek inside shelter if outside.
3. Seal off openings to your room if possible.
4. Remain in place until you are told that it is safe to leave.

BOMB THREATS

EMERGENCY ACTION

1. Call 911 and report incident.
2. If a suspicious object is observed (e.g. a bag or package left unattended):
 - Don't touch it!
 - Evacuate the area.

TERRORISM AND ACTIVE SHOOTER SITUATIONS

EMERGENCY ACTION

1. Call 911 and report intruder.

RUN, HIDE OR FIGHT TIPS:

1. **Prepare** – frequent training drills to prepare the most effectively.
2. **Run and take others with you** – learn to stay in groups if possible.
3. **Leave the cellphone.**
4. **Can't run? Hide** – lock the door and lock or block the door to prevent the shooter from coming inside the room.
5. **Silence your cellphone** -- use landline phone line.
6. **Why the landline?** It allows emergency responders to know your physical location.
7. **Fight** – learn to “fight for your life” by utilizing everything you can use as a weapon.
8. **Forget about getting shot – fight!** You want to buy time to distract the shooter to allow time for emergency responders to arrive.

9. **Aim high** – attack the shooter in the upper half of the body: the face, hands, shoulder, neck.
10. **Fight as a group** – the more people come together, the better the chance to take down the shooter.
11. **Whatever you do, do something** – “react immediately” is the better option to reduce traumatic incidents.