North Central State College

SYLLABUS ADDENDUM

Academic Division:	Engineering Technology, Business, & Criminal Justice	**Discipline:**	Business Administration
Course Coordinator:	Brandel Boyd		
Course Number:	BUSM 1150	**Course Title:**	Marketing
Semester / Session:	Fall 2026 / Session B	**Start / End Date:**	10-19-26 thru 12-9-26

Instructor Information

Name:	Brandel Boyd	**Credentials:**	Ph.D. Public Administration; MBA.HRM
Phone Number:	419-755-4572	**E-Mail Address:**	bboyd@ncstatecollege.edu
Office Location:	233 Kehoe	**Office Hours:**	Mon/Wed 9-11 AM; and Mon 2-3 PM

I. Topical Timeline (Subject to Change):

Weeks	Topics	Assignments	Due Date
1	Intro to Marketing and Marketing Research	Class/Homework and Chapter Strengthen Your Skills Assessments	At close of week 1 as designated in Canvas
2	Market Segmentation/Targeting, Positioning, & The Buyer Behavior Process	Class/Homework and Chapter Strengthen Your Skills Assessments	At close of week 2 as designated in Canvas
3	Product Management, Services Marketing, & Brands/Brand Management	Class/Homework and Chapter Strengthen Your Skills Assessments	At close of week 3 as designated in Canvas
4	Mid-Terms	Mid-Term Exam and Reflection	At close of week 4 as designated in Canvas
5	Retail, Pricing, & Promotion and Advertising	Class/Homework and Chapter Strengthen Your Skills Assessments	At close of week 5 as designated in Canvas
6	Digital Marketing and SEO, Social Media Marketing, & Distributing Products	Class/Homework and Chapter Strengthen Your Skills Assessments	At close of week 6 as designated in Canvas
7	The Marketing Environment, The Marketing Plan and Analytics Process, & the Final Project	Strengthen Your Skills Assessments and Final Project Case Report & Presentation	At close of week 7 as designated in Canvas
8	Marketing Simulation	Simulation	At close of week 8 as designated in Canvas

II. Course Assignments:

1. Quizzes
2. Tests
3. Skills Testing
4. Independent Studies
5. Homework

III. Grading and Testing Guidelines:

ACTIVITY	SCORING	POINTS	% OF TOTAL
Chapter Strengthen Your Skills Assessments	16 total @ 20 pts each	320	37%
Class/Homework	13 total 11 @ 15 pts; 1 @ 5 pts; 1 @ 10 pts	180	21%
Mid-Term Exam		60	7%
Final Project_ Marketing Plan Case Report and Presentation		120	14%
Simulation	7 total rounds @ 25 pts each	175	20%
TOTAL		**855**	**100%**

IV. Examination Policy:

1. The reasons for which a student will be excused from taking an examination _____
   a. Hospitalization (with documented verification)
   b. Death in the immediate family (with documented verification)
   c. Personal illness or illness in immediate family - (doctor's excuse required).
2. A student who misses an examination for any reason is responsible for _____
   a. Communicating the reason for the absence with the instructor
   b. Arranging with the instructor whether or not the exam can be made up
      - Scheduling a day/time to make up the exam without falling behind on up to date work
3. No makeup opportunity will be given for absences of unscheduled quizzes.
4. Chapter quizzes each week.
5. Mid-term exam during week 8 and final exam during week 16. All exams are administered in an online format.

V. Class Attendance and Late Assignment Policy:

1. **Attendance**
   In fully online sections of this course, attendance is measured by the **completion of weekly assignments and activities**. Simply logging into Canvas or viewing course materials does **not** count as attendance.

   Your attendance may be graded and will be marked each week as one of the following:
   a. Fully attended (submitting all assignments for the weekly module on time).
   b. Partially attended (submitting some portion of assignments for the weekly module on time).
   c. Absent (not submitting any assignments for a weekly module on time).
2. **Late Assignments**
   To support consistent learning, time management, and professional responsibility, the following late-work policy applies:
   - Late submissions are accepted **up to one week after the due date only**.
   - Assignments submitted late will receive a **20%-point deduction**.
   - Assignments submitted **more than one week late will not be accepted**.
   - **No late assignments are accepted after the last day of the term**.
   - Assignments due during **finals week are final** and must be submitted by the posted deadline.

3. **Extenuating Circumstances**
   Students experiencing extenuating circumstances are encouraged to **contact the instructor as soon as possible** to discuss potential accommodations. In some cases, **advance notice may be required**.
   - Approval of late or make-up work is **not guaranteed** and is determined at the instructor's discretion.
   - Requests that do not align with this policy may be denied.

*This policy is supported by the **Dean and Assistant Dean**, who expect students to communicate promptly with their instructor when emergencies arise. This expectation reflects professional workplace standards, where timely communication is required if deadlines or responsibilities cannot be met.*

4. **Advance Communication**
   Students who anticipate difficulty meeting a deadline should **contact the instructor prior to the applicable assignment deadline(s)** to determine whether an alternate schedule may be considered.

5. **Excused Absences**
   Excused absences include the following circumstances, and may require documented proof for accommodation:
   - Hospitalization
   - Death in the family
   - Incapacitating personal illness or illness of an immediate family member
   - Military leave
   - Employment-related travel

6. **Participation Requirements to remain enrolled**

Students must participate within the first week of the term to avoid being dropped for non-attendance. This is a college-wide policy. Students must also participate in and achieve at least 67% success by the point of mid-term grade reporting to again avoid being dropped from the course, this time for non-participation (another college-wide policy).

VI. Classroom Expectations:

1. All students are expected to demonstrate professional behavior and use language appropriate for the classroom learning experience.
   a. Students will respect fellow classmates when they are speaking
   b. Students will respect the teacher by remaining silent when the teacher is talking
   c. Students will participate in class when participation is expected of them
   d. All interactions must be kind and courteous
   e. Any act of violence, or threat of violence will strictly be forbidden

VII. Artificial Intelligence (AI) Policy:

Artificial intelligence (AI) can be a valuable tool for academic purposes. AI may assist with generating ideas, checking grammar, and improving writing skills and other class-related tasks, but it should not be relied upon solely. Students are expected to demonstrate independent thinking and analysis and use AI to supplement their work. AI does not replace critical thinking and relying solely on AI to complete assignments undermines your learning.

Any work submitted must be the student's own, and using AI to generate entire assignments or portions of assignments is strictly prohibited and will result in academic consequences. To promote transparency and accountability, students must document their use of AI in any assignments, including the prompts or instructions they provided to the AI and any additional notes about the AI's output or their analysis. AI is not always accurate and may produce outdated, misleading, biased, or entirely incorrect information. Always verify any AI-generated content with credible academic sources.

Plagiarism, including using AI to generate assignments, not only cheats the student out of learning, but is considered a form of academic misconduct and will result in disciplinary action.

North Central State College

MASTER SYLLABUS	2026-2027

A. Academic Division: Engineering Technology, Business & Criminal Justice Division

B. Discipline: Business Administration

C. Course Number and Title: BUSM1150 Marketing

D. Assistant Dean: Brooke Miller, M.B.A.

E. Credit Hours: 3

F. Prerequisites: ECON1510

G. Last Course/Curriculum Revision Date: Fall 2026 Origin date: 09/20/2011

H. Textbook(s) Title:

Modern Marketing Principles Courseware & Stukent Marketing Principles Simternship
• Authors: Wilson, Rackle
• ISBN: 978-1-7346888-6-3

I. Workbook(s) and/or Lab Manual: None

J. Course Description: Marketing activities, analysis, strategies, and decision making in the context of other business functions. Topics include: integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target markets; and emphasis on behavior and perspectives of consumers and organizational customers. Planning and decision making for products and services in profit and nonprofit, domestic and global settings. (TAG # OBU006)

K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Oral	Marketing Plan Presentation – Oral Communication VALUE Rubric.
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Explain the history of modern marketing and its essential role in creating a rising standard of living.	Exams/quizzes throughout the semester but primarily assessed on exam during first half of term.
2. Give a definition of the traditional and contemporary marketing concepts/approaches and correlate each as it impacts relationships with customers.	Exams/quizzes throughout the semester but primarily assessed on exam during first half of term. Written or oral case study completed during first half of term.
3. Illustrate the importance of a global marketing perspective.	Exams/quizzes throughout the semester but primarily assessed on exam during first half of term. Written or oral case study completed during first half of term.
4. Distinguish the general differences between strategic and tactical marketing plans.	Exams/quizzes throughout the semester but primarily assessed on exam during first half of term. Written or oral case study completed during first half of term. Marketing Plan due during second half of term.
5. Explain and illustrate the essential differences between consumer and business markets in terms of profit margins, buyer psychology and marketing strategies.	Exams/quizzes throughout the semester but primarily assessed on exam during first half of term. Written or oral case study completed during first half of term. Marketing Plan due during second half of term.
6. Discuss the essential criteria for primary and secondary market research. Illustrate how this research provides data for market segmentation, target markets, market positioning, and product differentiation.	Exams/quizzes throughout the semester but primarily assessed on exam during first half of term. Written or oral case study completed prior middle of term. Marketing Plan due during second half of term.
7. Compare and describe the marketing significance of the service market in relation to the physical product market.	Exams/quizzes throughout the semester but primarily assessed on exams during middle of term. Written or oral case study completed during middle of term.
8. Recall and explain the four (4) P's of the marketing mix to include specific examples.	Exams/quizzes throughout entire term. Written or oral case study completed throughout entire term. Marketing Plan due during second half of term.
9. Explain and illustrate how the concept of price elasticity of demand affects pricing strategy.	Exams/quizzes throughout the semester but primarily assessed on exams during middle of term. Written or oral case study completed during middle of term. Price calculation scenario prior to end of term.
10. Describe the strengths and weakness of the various elements of the marketing communication mix.	Exams/quizzes throughout the semester but primarily assessed on exams during second half of term. Written or oral case study completed during second half of term.
11. Discuss the ethical and social responsibility of the marketer in terms of social indicators of acceptable and unacceptable behavior.	Exams/quizzes throughout the semester but primarily assessed on exams during second half of term. Written or oral case study completed during second half of term.
12. Distinguish the various levels of the public-buying spectrum and how each relates to marketing.	Exams/quizzes throughout the semester but primarily assessed on exams during first half of the term. Written or oral case study completed during first half of the term. Marketing Plan due during second half of term.

Outcomes	Assessments – How it is met & When it is met
13. Compare the impact of product characteristics (packaging, labeling, color, guarantees, etc.), upon the customer.	Exams/quizzes throughout the semester but primarily assessed on exams during middle of term. Written or oral case study completed during middle of term. Marketing Plan due during end of term.
14. Discuss the various options of distribution of a product through retailers and wholesalers.	Exams/quizzes throughout the semester but primarily assessed on exams during middle of term. Written or oral case study completed during middle of term.

M. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70-72	C-	1.67	Average
67–69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Below Average
00-59	F	0.00	Failure

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences. Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf