



North Central State College

MASTER SYLLABUS

2025-2026

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 2025 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	Below Average
67–69	D+	1.33	Below Average
63–66	D	1.00	Below Average
60–62	D-	0.67	Poor
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>**



North Central State College
SYLLABUS ADDENDUM

Academic Division: Engineering Technology, Business, & Criminal Justice
 Course Coordinator: Brandel Boyd
 Course Number: BUSM 1150
 Semester / Session: Spring 2026 / Full 16-Weeks

Discipline: Business Administration
 Course Title: Marketing
 Start / End Date: 1-12-26 thru 5-8-26

Instructor Information

Name: Brandel Boyd
 Phone Number: 419-755-4572
 Office Location: 233 Kehoe

Credentials: Ph.D. Public Administration; MBA.HRM
 E-Mail Address: bboyd@ncstatecollege.edu
 Office Hours: Mondays 9 AM to 2 PM

I. Topical Timeline (Subject to Change):

Weeks	Topics	Assignments	Due Date
1	Introduction to Marketing	Marketing Mix assignment & 1 Chapter CYU	At close of week 1 as designated in Canvas
2	Marketing Research & Market Segmentation	Marketing Research assignment & 2 Chapter CYU's	At close of week 2 as designated in Canvas
3	Positioning and Buyer Behavior	Buyer Behavior assignment & 2 Chapter CYU's	At close of week 3 as designated in Canvas
4	Managing Products and Services	Product Attributes assignment & 1 Chapter CYU	At close of week 4 as designated in Canvas
5	Product, Services and Branding	Services-Venn Diagram & 1 Chapter CYU	At close of week 5 as designated in Canvas
6	Brand Management & Retail	Logos assignment & 2 Chapter CYU's	At close of week 6 as designated in Canvas
7	Pricing and Promotion	Commercial Analysis & 2 Chapter CYU's	At close of week 7 as designated in Canvas
8	Mid-Terms	Mid-Term Exam (Chapter's 1-8) & Mid-Term Reflection	At close of week 8 as designated in Canvas
9	Digital and Social Media Marketing	Benefits assignment & 2 Chapter CYU's	At close of week 9 as designated in Canvas
10	Distribution	Expansion assignment & 1 Chapter CYU	At close of week 10 as designated in Canvas
11	The Marketing Environment	Environmental Scanning assignment & 1 Chapter CYU	At close of week 11 as designated in Canvas
12	Marketing Plan & Analytics	Marketing Plan assignment & 1 Chapter CYU	At close of week 12 as designated in Canvas
13	Final Project Presentations	Marketing Plan Final Project Presentations & Group Rating	At close of week 13 as designated in Canvas
14	Simulation	Simulation Rounds 1-3	At close of week 14 as designated in Canvas
15	Simulation	Simulation Rounds 4-5	At close of week 15 as designated in Canvas
16	Simulation	Simulation Rounds 6-7	At close of week 16 as designated in Canvas

II. Grading and Testing Guidelines:

Course Number: BUSM 1150
Semester / Session: Spring 2026 / Full 16-Weeks

Course Title: Marketing
Start / End Date: 1-12-26 thru 5-8-26

ACTIVITY	SCORING	POINTS	% OF TOTAL
Chapter CYU 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%

III. 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.

IV. Class Attendance and Homework Make-Up Policy:

1. Class attendance is necessary to acquire the knowledge required to _____
 - a. Succeed in this course
 - b. Succeed in the marketing field
2. Students are responsible for _____
 - a. Communicating with the instructor any absences, unforeseen or otherwise
 - b. Known absences must be communicated in advance
3. **ATTENDANCE POLICY:**
 - a. In-Person Sections: Please arrive on time to class; however, students may arrive up to 10 minutes late if extenuating circumstances occur and still be marked as fully attending class.
 - b. Online Sections: There are no face-to-face attendance requirements in online sections. It is anticipated that students will be logging into the course frequently (many times each week). Your attendance in online sections will be marked each week as:
 - fully attended (submitting all assignments for the module on time);
 - partially attended (submitting some portion of assignments for the module on time); or
 - absent (not submitting any assignments for a module on time).
4. **Homework/Participation Requirements and Make Up Policy**
Students must participate within the first week of the term in order to avoid being dropped for non- participation.
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 for non- participation (another college-wide policy).

Homework can only be made up in extenuating circumstances that are approved in advance by the instructor. Assignments submitted late without instructor approval may not be graded.

If an assignment is approved to be submitted and graded late, a 20% minimum penalty will be applied. Only assignments submitted within one week of the due date will be considered for late grading.

There are no late assignments accepted after the last day of the term—NO EXCEPTIONS! Any assignments listed with due dates within finals week are final!

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V. 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

VI. 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.