*Please note that this syllabus should be regarded only as a general guide to the course and is subject to change at the instructor’s discretion.

Boston College Summer Session 2016

ADGR777701 Evolution of Marketing Strategies/Digital Era 3 credits

Summer II – June 28 – August 4, 2016
Tuesday/Thursday 6:15 – 9:45  **Hybrid - Meet in class Tuesday only**

**Instructor Name:** Patricia W. Clarke
**BC E-mail:** clarkepa@bc.edu
**Phone Number:** 781-266-2278
**Office Hours:** Tuesday before class and at request

**Boston College Mission Statement**
Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation’s finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

**Course Description**
A practical overview of the role and potential of marketing. Developing a market strategy to reach new and evolving markets depends on understanding emerging communication activities and styles, the accurate identification of needs, and expertise in generating and converting inquiries. Elements of a marketing strategy, including pricing, promotion, product decisions, and distribution are included. Creative development of the marketing mix utilizing traditional and interactive components. Strategy formulation and control of the marketing function in a digital world are emphasized.

**Textbooks & Readings (Required)**

**HBSP Case course Pack**  A Harvard Business Publishing Course pack will be available through HBSP for purchase as a package or as individual cases.
Textbooks & Readings (Recommended)

Canvas
Canvas is the Learning Management System (LMS) at Boston College, designed to help faculty and students share ideas, collaborate on assignments, discuss course readings and materials, submit assignments, and much more - all online. As a Boston College student, you should familiarize yourself with this important tool. For more information and training resources for using Canvas, click here.

Course Objectives

[For the first 2 learning objectives, please utilize Appendix A-- at the end of this document-- as a guide to the formation of clear course objectives.

1. To understand the evolution of the marketing environment and the development of marketing strategy in the digital age.
2. To analyze marketing opportunities and make marketing decisions
3. To encourage the demonstration, skills and/or competency across cultural settings and will learn the impact of culture, gender, and age in marketing as demonstrated by the course material and case discussions.
4. To provide a current overview and understanding of the role of marketing strategy in ethical and cultural dimensions of marketing as demonstrated by current readings and case analysis and discussions.
5. To provide students an opportunity to apply their understanding of marketing concepts and practices to make solid management decisions.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Participation</td>
<td>(25%)</td>
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<tr>
<td>Case presentation</td>
<td>(20%)</td>
</tr>
<tr>
<td>Quizzes (3)</td>
<td>(30%)</td>
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<tr>
<td>Final</td>
<td>(25%)</td>
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The graduate grading system for Summer Session is as follows:

A (4.00), A- (3.67)
B+ (3.33), B (3.00)
B- (2.67), passing but does not count toward degree
C (2.00), passing but not for degree credit
F (0.00)

All students can access final grades through Agora after the grading deadline each semester. Transcripts are available through the Office of Student Services.
**Deadlines and Late Work**

Assignments are due at the beginning of the class period on the specified dates. Late assignments will be graded accordingly.

**Course Assignments**

It is expected that you will spend 8 hours per week on out-of-class assignments and exercises in addition to time spent on discussions. This will include case readings, analysis, preparing presentation materials and discussion materials. Please note that some weeks will require more time and some weeks less time but the average is approximately 8 hours per week over the semester.

**Course Schedule**

<table>
<thead>
<tr>
<th>Date/Week</th>
<th>Topic</th>
<th>Reading/Assignments</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Fundamentals Digital Strategy</td>
<td>BMW Films</td>
<td>6/28</td>
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<td></td>
<td>Discussion on line</td>
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<td>6/30</td>
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<tr>
<td>Week 2</td>
<td>Strategy Development</td>
<td>Old Spice Case</td>
<td>7/5</td>
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<td>Discussion on line</td>
<td>Quiz</td>
<td>7/7</td>
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<tr>
<td>Week 3</td>
<td>Strategy Platforms</td>
<td>Coke on Facebook</td>
<td>7/12</td>
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<td>Discussion on line</td>
<td>Quiz</td>
<td>7/14</td>
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<tr>
<td>Week 4</td>
<td>Implementation</td>
<td>Nike Strategy</td>
<td>7/19</td>
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<td></td>
<td>Discussion on line</td>
<td>Quiz</td>
<td>7/21</td>
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<tr>
<td>Week 5</td>
<td>Marketing Practice</td>
<td>Beyonce Case</td>
<td>7/26</td>
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<td></td>
<td>Discussion on line</td>
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<td>7/28</td>
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<tr>
<td>August 2</td>
<td>TBA and Final Exam</td>
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<td>August 4</td>
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**Written Work**

Summer Session students are expected to prepare professional, polished written work. Written materials must be typed and submitted in the format required by your instructor. Strive for a thorough yet concise style. Cite literature appropriately, using APA, MLA or CLA style per your instructor’s requirements. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation and spelling. For writing support, please contact the Connors Family Learning Center.
**Attendance**

Attending class is an important component of learning. Students are expected to attend all class sessions. When circumstances prevent a student from attending class, the student is responsible for contacting the instructor before the class meets. Students who miss class are still expected to complete all assignments and meet all deadlines. Many instructors grade for participation; if you miss class, you cannot make up participation points associated with that class. Makeup work may be assigned at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class.

Consistent with BC’s commitment to creating a learning environment that is respectful of persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing their academic status. Students are responsible for reviewing course syllabi as soon as possible, and for communicating with the instructor promptly regarding any possible conflicts with observed religious holidays. Students are responsible for completing all class requirements for days missed due to conflicts with religious holidays.

**Accommodation and Accessibility**

Boston College is committed to providing accommodations to students, faculty, staff and visitors with disabilities. Specific documentation from the appropriate office is required for students seeking accommodation in Summer Session courses. Advanced notice and formal registration with the appropriate office is required to facilitate this process. There are two separate offices at BC that coordinate services for students with disabilities:

- The Connors Family Learning Center (CFLC) coordinates services for students with LD and ADHD.
- The Disabilities Services Office (DSO) coordinates services for all other disabilities.

Find out more about BC’s commitment to accessibility at [www.bc.edu/sites/accessibility](http://www.bc.edu/sites/accessibility).

**Scholarship and Academic Integrity**

Students in Summer Session courses must produce original work and cite references appropriately. Failure to cite references is plagiarism. Academic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on exams or assignments, or submitting the same material or substantially similar material to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work. Please see the [Boston College policy on academic integrity](http://www.bc.edu/sites/accessibility) for more information.