

# SYLLABUS



**MKTG 310 Principles of Marketing**  
**Fall 2020**

# MKTG 310 Principles of Marketing

## School of Business

### Consortium of Adventist Colleges and Universities

#### Interactive Online Format

This course follows an interactive online format and has Thursday deadlines. You are expected to login regularly during the course to participate in the online discussions. Please plan accordingly. **Please review the Dates & Deadlines widget on the right side of your course in LearningHub for the last day to withdraw for a full refund.**

#### Instructor Contact

Please refer to course in LearningHub for the teacher contact information.

#### Other Assistance

Username and password assistance	<a href="mailto:helpdesk@andrews.edu">helpdesk@andrews.edu</a>	(269) 471-6016
Enrollment and withdrawal questions	<a href="mailto:sderegister@andrews.edu">sderegister@andrews.edu</a>	(269) 471-6323
Technical assistance with online courses	<a href="mailto:dilit@andrews.edu">dilit@andrews.edu</a>	(269) 471-3960
Exam requests and online proctoring	<a href="mailto:sdeexams@andrews.edu">sdeexams@andrews.edu</a>	(269) 471-6566
Distance Student Services - any other questions	<a href="mailto:sdestudents@andrews.edu">sdestudents@andrews.edu</a>	(269) 471-6566

## Part 1: Course Information

#### Course Descriptions

A general survey of the major marketing methods, institutions, and practices examined from the viewpoint of their effects on exchange transactions linking producers with consumers. Assumes a working knowledge of micro-economics.

#### Required Text/Material

Pride, W. and Ferrell, O. (2018). *Marketing*. Southwestern and Engage Learning. ISBN: 978-1337537-55-1

Wrenn, B., Hoover, H., and Warwick, J. (2013). *Scriptural Foundations for Marketing*. Andrews University Press. ISBN: 978-1883925-80-2

**NOTE:** Textbooks for online courses may be purchased from any supplier. For financial aid in payment, contact your financial advisor at the university where you are completing your degree. Andrews University degree students who have confirmed that funds are available will then purchase the books themselves and send receipts to their financial advisor for reimbursement.

#### Credit Hour and Commitment

This course is offered for 3 semester credits; therefore it is expected that you will spend 135 total hours on this course. This translates to a steady 9 hours each week. You'll spend your time reading from the textbook and the course material, taking chapter quizzes, completing critical

thinking assignments, interacting with the instructor via discussion forums, developing a marketing plan, and four online exams.

A recommended weekly schedule to divide your time is provided below

Readings: 3 hours  
Critical thinking: 2 hours  
Interactive Discussions: 1 hour  
Chapter Quizzes: 1 hour  
Weekly work on the marketing plan: 1 hour  
Studying for Upcoming Quizzes and Exams: 1 hours

### **Student Learning Outcomes**

The primary objective of this course is to provide you with a better understanding of marketing concepts, strategies and tactics in our dynamic, highly competitive, global economy. It will allow you to explore the concepts of marketing to determine if you wish to pursue further marketing study while increasing your general awareness, appreciation, and interest in marketing. Specifically, this course is designed to enable you to:

1. Identify the components of effective marketing.
2. Explain how marketing relates to other business functions.
3. Recognize good marketing practices and techniques and how to apply them.
4. Analyze consumer behavior as it relates to the buying process.
5. Assess the methods of promotion.
6. Evaluate the importance of the customer.
7. Create a marketing plan.

## **Part 2: Course Methods and Delivery**

### **Methods of Instruction**

Methods of instruction include assigned readings from the textbook and the course material, short essays and reflections on the reading, taking chapter quizzes, completing critical thinking assignments, interacting with the instructor via discussion forums, developing a marketing plan, and four online exams. Regular participation in the course is essential to good performance.

### **Technical Requirements**

- Internet connection (DSL, LAN, or cable connection desirable).

### **LearningHub Access**

This course is delivered online through LearningHub at <http://learninghub.andrews.edu>

Your username and password are your Andrews username and password. You need to activate your username and password to access LearningHub. Please do this online here: <https://vault.andrews.edu/vault/pages/activation/information.jsp> if you haven't already. If you need assistance, call or email us: (296) 471-6016 or <mailto:helpdesk@andrews.edu>.

If you need technical assistance at any time during the course, or to report a problem with LearningHub, please email [dlit@andrews.edu](mailto:dlit@andrews.edu) or call (269) 471-3960.

## Part 3: Course Requirements

**Important Note:** This online class is **not** self-paced. You can arrange your schedule flexibly during each week, but you **MUST** participate each week. You are expected to “show up” to class by interacting in the discussion forums a minimum of two times per week. In addition, assignments are due regularly each week. Adequate Internet access during the duration of the course is critical for your participation. To be successful, plan to spend time daily on the course.

### Assessment Descriptions

#### Discussion Forums

Discussion forums are opportunities for you, the course instructor and your classmates to engage in robust online conversations. In some instances, where one student is enrolled in a course, discussions will be with the instructor. Those conversations are most often based on academic topics and questions. They are integral to the course and provide avenues for enriching knowledge as well as constructing knowledge through thoughtful dialogue with peers and instructors.

Some discussions are formal in nature and call for thorough scholarship. They hold to the same academic standards for originality and honesty as other academic work (e.g. papers, essays, quizzes and exams). Whenever appropriate, any idea or statement in a discussion forum that is not your own original work should be referenced, according to the style guide adopted by your academic discipline (e.g. APA, MLA, Chicago, etc.).

There may also be forums in the course in which the discussions are informal. Such discussions may include personal introductions and opportunities to know more about other participants in the course as well as academic topics. Informal forums are great for sharing interests, observations and encouragements with classmates.

For each forum in this course you will be required, unless otherwise instructed, to create an initial post and, at least, two replies to classmates. Course weeks [after the first week] begin on Friday and end on Thursday. The initial post is due by 11:55 pm on Sunday of the week the discussion is assigned. Replies to classmates are due by 11:55 pm on Thursday of the week the discussion is assigned.

#### Chapter Quizzes:

Chapter quizzes are assessments that would help the students identify the major concepts of the chapter and familiarize them with marketing concepts. This will assess the students' knowledge of the major concepts of each chapter. Each quiz will be completed each week. These are closed book quizzes. These will consist of 10 questions, multiple choice type questions that will be relative to what is covered in the chapters, PowerPoints, and Online lectures. This is a timed exam. You have 15 minutes to complete each quiz. Per to [Andrews University's Honesty Policy](#): “A student who gives information to another student to be used in a dishonest way is equally guilty of dishonesty. Any violation of this policy will be taken before the Higher Education Academic and Curriculum Committee for appropriate punitive action”.

**Critical Thinking Assignments:**

There are 10 Critical Thinking assignments in this course. Each assignment will give you the opportunity to reinforce the chapter's concepts and apply the knowledge in a real marketing situation. Double-check spelling, grammar, and typos, and submit work through the course Dropbox. Assignments will be visible at the start of class. You should work to familiarize yourself with the requirements and necessary knowledge before working on each chapter. Knowing the expected outcome will help to better prepare you for reading, listening, and working through the concepts. **Assignments type range from short written responses, PowerPoint presentations, and Infographics.** You should work to consolidate each assignment into one file. Assignments must be completed by the due date. There are no assignment resubmissions. If you are confused by the course assignment or you have questions concerning how to accomplish the required work, please seek help prior to the due date of the assignment.

**Marketing Plan (Major Project):**

Working independently, develop a Marketing Plan Presentation for a local business. This major project assesses your comprehension of the different marketing concepts studied in this course. You should focus on quality over quantity. Adhere to the elements required by the assignment and address key marketing topics conveyed in throughout the course.

In your market plan, identify a local business that you believe could use some help with marketing.

1. Provide a summary of the business.
2. Identify competitors.
3. Develop a customer analysis (overview of Segmentation variables of the target consumer).

Paper should include at **least four citations and references** using the "American Psychology Association" for both bibliography and citations within the paper, double spaced, size 12 font, 1 inch margins. This does not include cover, table of contents, charts, tables, and references. Three points will be deducted for any additional page. Only one cite may be from the web (i.e., can be an online reference). Information received from the business during conversations are not cites. Be sure to go back and check your web address to make sure that you can find your information given the stated html that you are assigning to your cite. I do check and if I can't get to where you found the information, it will not count as one of the four cites required. This cite should contain information that enhances your paper and/or your suggestions. To help you through this process, I would recommend you connect with the James White library cite and click on "Research Helps". Then step through "Endnote software" and "How to Search Databases" specifically using EBSCO which is your best database source for finding articles for this paper.

All promotional ideas should include examples, prices, and contact information. The pricing section should include comparing competitor's prices and prices of the company. A **paper outline is due by the 3<sup>rd</sup> week of class, via LearningHub**. Each section should be bulleted listing problems and solutions. A first draft of the paper is due by week 6. This draft should have a clear structure and plan of the final paper. A second and more developed draft of the paper is due by week 11. Feedback from the professor should be present in the second draft with a clearer and more cohesive plan. **The final paper is due in the 15<sup>th</sup> week of class.** To ensure originality of work, **the paper must be submitted** through TurnItIn in the LearningHub. TurnItIn<sup>®</sup> automatically checks assignments for plagiarism or lack of proper citation.

## Rubrics

### Critical Thinking Assignment Rubric

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
<b>Main Elements</b>	Includes all of the main elements and requirements and cites multiple examples to illustrate each element	Includes most of the main elements and requirements and cites many examples to illustrate each element	Includes some of the main elements and requirements	Does not include any of the main elements and requirements	25
<b>Inquiry and Analysis</b>	Provides in-depth analysis that demonstrates complete understanding of multiple concepts	Provides in-depth analysis that demonstrates complete understanding of some concepts	Provides in-depth analysis that demonstrates complete understanding of minimal concepts	Does not provide in-depth analysis	20
<b>Integration and Application</b>	All of the course concepts are correctly applied	Most of the course concepts are correctly applied	Some of the course concepts are correctly applied	Does not correctly apply any of the course concepts	10
<b>Critical Thinking</b>	Draws insightful conclusions that are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions, but does not defend with evidence	Does not draw logical conclusions	20
<b>Research</b>	Incorporates many scholarly resources effectively that reflect depth and breadth of research	Incorporates some scholarly resources effectively that reflect depth and breadth of research	Incorporates very few scholarly resources that reflect depth and breadth of research	Does not incorporate scholarly resources that reflect depth and breadth of research	15
<b>Writing (Mechanics/Citations)</b>	No errors related to organization, grammar and style, and citations	Minor errors related to organization, grammar and style, and citations	Some errors related to organization, grammar and style, and citations	Major errors related to organization, grammar and style, and citations	10
<b>Total</b>					<b>100%</b>

## Exams

There are four exams that combined are worth 30% of your grade. Each exam is worth the same amount of points (25), and you are allowed 120 minutes to complete it.

Follow prompts in the course space to set up your exam session. In each module that contains an exam, you will find what to review and what materials are allowed (if any) during the exam.

Please read the important information about taking exams and how online proctoring works at [www.andrews.edu/distance/students/exams.html](http://www.andrews.edu/distance/students/exams.html). The follow the instructions that apply to your situation on the [exam request form](#) to set up your exam session.

Please note that an exam code is never released to the student. All students must present photo identification before each exam session. Exams can only be proctored after a deadline with approval directly from the instructor to the Testing Center ([sdeexams@andrews.edu](mailto:sdeexams@andrews.edu) or 269-471-6566). No exam is returned to the student for review. The instructor, to aid studying for future exams can provide feedback on exams.

**Schedule:**

All times in the schedule are for the U.S. Eastern Time Zone. All assignments are due Thursdays in the week assigned unless otherwise noted.

Week	Lessons	Readings	Assignments	Outcomes Met
Intro	These items will need to be completed before you will have access to the rest of the course	Orientation Course Overview Introductions Academic Integrity	Student Introductions Academic Integrity Quiz Academic Integrity Statement	
1 Aug 24 - 27	Marketing Strategy and Customer Relationships	Pride & Ferrell, Chapters 1 & 2 Wrenn, Hoover, & Warwick. Online lectures	Discussion 1 Quiz 1 (Ch 1 & 2) Critical Thinking Assignment 1 Major Project (Prepare Now) <b>Due Thursday, Sept 3, 11:55pm</b>	SLO1, SLO2, SLO3, SLO4 SLO6, SLO7
2 Aug 28 - Sept 3	The Marketing Environment	Pride & Ferrell, Chapter 3 Online lectures	Discussion 2 Quiz 2 (Ch 3) Critical Thinking Assignment 2	SLO1, SLO2, SLO3, SLO7
3 Sept 4 - 10	Social Responsibility and Ethics in Marketing	Pride & Ferrell, Chapter 4 Online lectures	Quiz 3 (Ch 4) Major project Outline is due	SLO1, SLO2, SLO3, SLO6, SLO7
<b>PROCTORED EXAM 1 (Ch. 1-4)</b>				
4 Sept 11 - 17	Marketing Research and Information Systems	Pride & Ferrell, Chapter 5 Online lectures	Discussion 3 Quiz 4 (Ch 5) Critical Thinking Assignment 3	SLO1, SLO2, SLO3, SLO7
5 Sept 18 - 24	Target Markets: Segmentation and Evaluation	Pride & Ferrell, Chapter 6 Online lectures	Discussion 4 Quiz 5 (Ch 6) Critical Thinking Assig 4	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
6 Sept 25 - Oct 1	Consumer Buying Behavior	Pride & Ferrell, Chapter 7 Online lectures	Quiz 6 (Ch 7) Critical Thinking Assignment 5 1 <sup>st</sup> Draft of the Marketing Plan	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
7 Oct 2 - 8	Reaching Global Markets	Pride & Ferrell, Chapter 9 Online lectures	Quiz 7 (Ch 9) Critical Thinking Assignment 6	SLO1, SLO2, SLO3, SLO7
8 Oct 9 - 15	Digital Marketing and Social Networking	Pride & Ferrell, Chapter 10 Online lectures	Quiz 8 (Ch 10)	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
<b>PROCTORED EXAM 2 (Ch. 5,6,7,9)</b>				
9 Oct 16 - 22	Product Concepts, Branding, and Packaging	Pride & Ferrell, Chapter 11 Online lectures	Discussion 5 Quiz 9 (Ch 11) Critical Thinking Assignment 7	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
10 Oct 23 - 29	Developing and Managing Products	Pride & Ferrell, Chapter 12 Online lectures	Discussion 6 Quiz 10 (Ch 12) Critical Thinking Assignment 8	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
11 Oct 30 - Nov 5	Services Marketing	Pride & Ferrell, Chapter 12 Online lectures	Discussion 7 Quiz 11 (Ch 13) Critical Thinking Assignment 9 2 <sup>nd</sup> Draft of the Marketing Plan	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7

Week	Lessons	Readings	Assignments	Outcomes Met
12 Nov 6 - 12	Marketing Channels and Supply-Chain Management	Pride & Ferrell, Chapter 13 Online lectures	Quiz 12 (Ch 14)	SLO1, SLO2, SLO3, SLO4, SLO7
<b>PROCTORED EXAM 3</b> (Ch. 10,11,12,13)				
13 Nov 13 - 19	Retailing, Direct Marketing and Wholesaling	Pride & Ferrell, Chapter 14 Online lectures	Discussion 8 Quiz 13 (Ch 15)	SLO1, SLO2, SLO3, SLO4, SLO7
14 Nov 20 - 26	Integrated Marketing Communication	Pride & Ferrell, Chapter 15 Online lectures	Discussion 9 Quiz 14 (Ch 16) Critical Thinking Assignment 10	SLO1, SLO2, SLO3, SLO5, SLO6, SLO7
15 Nov 27 - Dec 3	Advertising, Public Relations, Personal Selling, and Sales Promotion	Pride & Ferrell, Chapter 17 & 18 Online lectures	Quiz 15 (Ch 17 & 18) Major Project is due <b>Due Friday, Nov 27, 5:00pm</b>	SLO1, SLO2, SLO3, SLO5, SLO6, SLO7
16 Dec 4 - 10	Pricing Concepts	Pride & Ferrell, Chapter 17 & 18 Online lectures	Discussion 10 Quiz 16 (Ch 19)	SLO1, SLO2, SLO3, SLO4, SLO7
<b>PROCTORED EXAM 4</b> (Chapters 14-19) <b>(Needs to be completed by Wednesday, December 9, 11:59pm)</b>				

### Completing Assignments

All assignments for this course will be submitted electronically through LearningHub unless otherwise instructed.

## Part 4: Grading Policy

### Graded Course Activities

Percent %	Description
5%	16 Chapter quizzes (10 points)
25%	10 Critical Thinking Assignments (100 points)
10%	10 Discussions (25 points)
30%	4 Online Exams (100 points)
30%	Major Project (including outline, 1 <sup>st</sup> and 2 <sup>nd</sup> drafts) (250 points)
100%	Total Percent Possible

### Viewing Grades in Moodle

- Click into the course.
- Click on the **Grades** link in Administration Block to the left of the main course page.

**Letter Grade Assignment**

<b>Letter Grade</b>	<b>Percentage</b>
A	93-100%
A-	90-92%
B+	88-89%
B	83-87%
B-	80-82%
C+	78-79%
C	73-77%
C-	70-72%
D	60-69%
F	0-59%

**Part 5: Course Policies****Withdrawal and Incomplete Policies**

The current withdrawal policy can be found online at <https://www.andrews.edu/distance/students/gradplus/withdrawal.html>. The incomplete policy is found online at <http://www.andrews.edu/web/mvc/moodle/public/incompletes.html>.

**Late Work**

Due dates are listed both in the LearningHub course space and in the syllabus. Late work will have 10% of the earned points deducted.

**Maintain Professional Conduct Both in the Classroom and Online**

The classroom is a professional environment where academic debate and learning take place. Your instructor will make every effort to make this environment safe for you to share your opinions, ideas, and beliefs. In return, you are expected to respect the opinions, ideas, and beliefs of other students—both in the face-to-face classroom and online communication. Students have the right and privilege to learn in the class, free from harassment and disruption.

## Netiquette

In this course you will communicate with your classmates and instructor primarily in writing through the discussion forum and e-mail.

"Online manners" are generally known as "netiquette." As a general rule, you should adhere to the same classroom conduct that you would "off-line" in a face-to-face course. Some examples of proper netiquette are:

1. Avoid writing messages in all capital letters. THIS IS GENERALLY UNDERSTOOD AS SHOUTING.
2. Be careful what you put in writing. Even if you are writing an e-mail message to one person, assume that anyone could read it. Though you may send an e-mail to a single person, it is very easy to forward your message to hundreds or thousands of people.
3. Grammar and spelling matter. Online courses demand the same standard of academic communication and use of grammar as face-to-face courses.
4. Never use profanity in any area of an online course. The transcripts of online course discussion forums, e-mail, and chat sessions are savable.
5. When responding to messages, only use "Reply to All" when you really intend to reply to all.
6. Avoid unkindly public criticism of others. Publicly criticizing others in an inappropriate way is known as "flaming." Consider this course a practice forum for selecting your verbiage thoughtfully and professionally.
7. Use sarcasm cautiously. In the absence of nonverbal cues such as facial expressions and voice inflections, the context for your sarcasm may be lost, and your message may thus be misinterpreted.
8. In a face-to-face setting, our tone of voice and facial expressions may convey as much of our meaning as the words we use. In a written message, the subtext of your meaning may be confused or misinterpreted. Write clearly. Use active verbs.

***[Source: University of Maryland, Communications Department]***

## Academic Accommodations

Students who require accommodations may request an academic adjustment as follows:

1. Read the Andrews University Disability Accommodation information at <https://www.andrews.edu/services/sscenter/disability/>
2. Download and fill in the disability form at <http://www.andrews.edu/services/sscenter/disability/accommodationsreqform.pdf> . Preferably type answers. To save a digital copy, 1) print to file and save or 2) print and scan. Email the completed form and disability documentation (if any) to [success@andrews.edu](mailto:success@andrews.edu) or fax it to (269) 471-8407.
3. Email [sdestudents@andrews.edu](mailto:sdestudents@andrews.edu) to inform the School of Distance Education that a disability has been reported to Student Success.

## Commitment to Integrity

As a student in this course, and at the university, you are expected to maintain high degrees of professionalism, commitment to active learning, participation in this course, and integrity in your behavior in and out of this online classroom.

**Commitment to Excellence**

You deserve a standing ovation based on your decision to enroll in, and effectively complete this course. Along with your pledge of “commitment to Integrity” you are expected to adhere to a “commitment to excellence.” Andrews University has established high academic standards that will truly enhance your writing and communication skills across the disciplines and in diverse milieu with many discourse communities in the workplace.

**Honesty**

Using the work of another student or allowing work to be used by another student jeopardizes not only the teacher-student relationship but also the student’s academic standing. Lessons may be discussed with other students, tutors may help to guide a student’s work, and textbooks, encyclopedias and other resource materials may be used for additional assistance, but the actual response must be the student’s own work. A student who gives information to another student to be used in a dishonest way is equally guilty of dishonesty.

Any violation of this policy will be taken before the Higher Education Academic and Curriculum Committee for appropriate punitive action.

Copyright © 2019-2020 by Andrews University.

All rights reserved. No part of these course materials may be reproduced, stored in a retrieval system, or transmitted by any form or by any means-electronic, mechanical, photocopying, recording, or otherwise-except as may be expressly permitted by the applicable copyright statutes or in writing by Andrews University.