



**Management of Marketing**

**BUS 3050**

**SYLLABUS**

# **Columbia International University Information**

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## **MISSION OF THE COLLEGE**

Columbia International University educates people from a biblical worldview to impact the nations with the message of Christ. We pursue this mission as an academic community modeling, mentoring, and motivating students to cultivate spiritual vitality and character formation, acquire knowledge in biblical content, gain interpretation skills, to develop competence as critical thinkers and communicators, formulate a comprehensive biblical worldview for themselves, and explore and initiate experiences that are ministry-focused.

## **MAILING ADDRESS**

7435 Monticello Road  
Columbia, SC 29203  
(800) 777-2227

# **PROGRAM POLICIES & PROCEDURES**

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## **STUDENT ATTENDANCE & PARTICIPATION**

### Attendance

Learner attendance is counted by posting minimally once per week in response to discussion questions or assignments. Posting to chat forums or e-mailing other course participants (including the faculty) do not count towards attendance.

### Participation

Participation differs from attendance. While a learner may be in attendance for either online or onsite programs, the participation may not be exemplary. Participation in a class involves being interactive with fellow learners and the faculty member whether in discussion, activities, or projects. Participation in each course will vary depending on the circumstances.

## **ACADEMIC INTEGRITY & PLAGIARISM**

CIU expects you to be honorable in your studies and responsible for your own academic work. Dishonesty in assignments, examinations, written papers, or other work is contrary to scriptural principles of Christian living and an affront to fellow students and your instructors. Plagiarism occurs when you present another person's ideas or words as your own, or when you intentionally or unintentionally fail to acknowledge or cite the source of the ideas you use.

Acknowledging and citing sources involves placing quotation marks around all the material you have taken (or paraphrased) from books, articles, internet sites, other students' papers, or other work you have not personally produced. It also involves listing full information about that source in a footnote or a parenthetical reference.

Specific examples of plagiarism include but are not limited to the following:

1. Borrowing the words, sentences, ideas, conclusions, examples and/or organization of an assignment from a source (e.g., a book, an article, another student's paper, a tape/video, an internet site) without acknowledging the source.
2. Submitting work done by another student—in part or in whole—in place of original work.
3. Submitting assignments received from the Internet, from commercial firms or from any other person or group.
4. Knowingly aiding another student in plagiarizing an assignment as defined above.

Plagiarism will result in academic penalty, and may result in failure in the assignment, failure in the course, and further disciplinary action.

## **ACADEMIC SUCCESS CENTER (ASC)**

Requests for academic accommodations for students with disabilities (physical, emotional, ADD, or learning disabilities) are handled by the ASC. These requests will be kept

confidential. Since many accommodations require advanced planning, requests should be made as early as possible. Students already receiving services through the ASC should contact their professors so that together they can make each student's academic experience as successful as possible.

## **FORMATTING**

Assignments need to be completed using APA formatting (unless otherwise specified).

Below are the formatting expectations:

- 12 Pt, double-spaced
- Times New Roman font

Below are the style expectations for any paper:

- Title page
- Citations
- Reference page
- No abstract or running head

You can visit [www.citationmachine.com](http://www.citationmachine.com) for free help on creating correct references.

# **COURSE PRELIMINARIES**

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## **COURSE DESCRIPTION & OVERVIEW**

This course examines various aspects of the discipline of marketing as they relate to today's domestic and global marketplaces. Multiple marketing strategies will be analyzed and the behavior of consumers in various target markets will be explored. Information related to understanding and making advantageous marketing decisions related to product and service offerings, distribution, promotion, and pricing will also be examined.

## **COURSE OBJECTIVES (Cognitive)**

Upon completion of this course, each student should be able to:

- Demonstrate the use of internal and external environmental scanning in the effective management of an organization's marketing activities.
- Discuss the importance of market research and understanding the purchase decision process.
- Demonstrate knowledge of the complexity of product pricing and of market segmentation
- Explain the concept of a marketing channel and the differences between traditional marketing channels, electronic marketing channels, and the various types of vertical marketing channels.
- Explain the various methods of advertising including interactive marketing and the use of social media.

## **AFFECTIVE GOALS (Mindset)**

Upon completion of this course, each student should be able to:

- Appreciate the importance of internal and external environmental scanning in the development of a marketing plan.
- Value the role of Market Research in the marketing process
- Understand the complexities of product pricing and market segmentation
- Acknowledge the various marketing channels and understand their differences
- Appreciate the various methods of advertising used.

## COURSE CONCEPT MAP



# **COURSE READINGS & RESOURCES**

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## **REQUIRED TEXTS**

Kerin, R.A., and Hartley, S.W. (2016). *Marketing*-13<sup>th</sup> Edition. New York: McGraw Hill/Irwin Companies. **ISBN-13: 978-1-259-57-3545.**

# ASSIGNMENTS & ASSESSMENT

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## SUMMARY OF ASSIGNMENTS AND SUGGESTED WEIGHTS

Assignment	Points	Percent	
Devotion participation (5)	10/50	5%	1-5
Discussions (9)	30/270	27%	1-5
Papers (3)	50/150	15%	2,3,5
Presentations (1)	70/70	7%	4, 5
Journals (4)	40/160	16%	1, 2, 5
Application Project (5 parts)	60/300	30%	1-5
Totals	<b>1000</b>	<b>100%</b>	

## OFFICIAL GRADING SCALE

Letter Grade	Points	Percentile
A	939-1000	94-100%
A-	899-938	90-93%
B+	869-898	87-89%
B	829-868	83-86%
B-	799-828	80-82%
C+	769-798	77-79%
C	729-768	73-76%
C-	699-728	70-72%
D+	669-698	67-69%
D	629-668	63-66%
D-	599-628	60-62%
F	0-594	59% and below

## **DUE DATES & LATE PENALTIES**

### **Due Dates**

All submitted assignments within an assigned week are due Saturday at 11:59pm ET.

All initial posts within the Discussions are due Wednesday, but students are encouraged to post sooner. This is in order to ensure quality interaction throughout the week. Replies to two different students are due by Saturday at 11:59pm of that week. See rubric for details.

### **Late Penalties**

- **24 Hours Late**  
Assignments submitted within 24 hours past the due date will have a 10% late penalty of the final assignment grade.
- **48 Hours Late**  
Assignments submitted within 48 hours past the due date will have a 20% late penalty of the final assignment grade.
- **3-6 Days Late**  
Assignments submitted between 3-6 days late will receive a 50% late penalty of the final assignment grade.
- Assignments submitted beyond 7 days past the due date are not accepted.
- Facilitators are not required to accept assignments submitted after the last night of class.