Mk201 Principles of Marketing
Minimester Winter

Contact Information

Instructor: Click here to enter text.

Email: Click here to enter text. Office Location:

Phone: Click here to enter text. Office Hours: Click here to enter text.

Course Information

No. of Credits: 3

Start Date: Click here to enter a date.

End Date: Click here to enter a date.

Meeting Location: OL

Meeting Days & Time: OL

Prerequisites: none

Required Text (s)

Required Text: **Required Text**: Kerin, Hartley, Berkowitz, Rudelius. *Marketing - The Core* (7e), McGraw-Hill/Irwin Inc
ISBN13: 9781259712364

Technology Requirements

Hardware and Software Requirements

NOTE: For basic hardware/software requirements, please visit www.desales.edu/techrequirements

Course Description:

Principles of Marketing will examine the theory, strategy and implementation involved in the process used by manufacturers to sell products to their customers. Marketing research, product planning, buyer behavior, advertising and selling, and pricing are a few of the topics covered

Student Learning Outcomes:

At the successful completion of this course, the student will demonstrate the following, Learning Outcomes:

1. Apply marketing principles to make decisions about the direction of the organization.

At the successful completion of this course, the student will also demonstrate the following, course specific, Student Learning Outcomes:

1. Understand the purpose, foundational concepts, and interconnections of the core functional areas of an organization, including the role of marketing and how and why marketing helps an organization to implement the marketing concept and create competitive advantages

2. Use the marketing planning process and work within the marketing environments to develop effective marketing tactics, strategies, and plans – including selection of appropriate target markets and development of detailed product, promotion, price, and place mixes – which satisfy target customer needs and organizational objectives in context of a global and ever-changing marketplace.

Method of Instruction and Communication:

This is a completely online course. Our class will not meet on campus this semester. The following format will be applied to this course:

- **E-mail** - you can reach me via email / phone/ and/or by stopping in to my office. If possible, emails will be responded to within 24 hours (excluding weekends). **You are required to check your email and the course site at least twice a week for class/team postings/email. You are required to check the Announcements for new assignments/class info each week. N.B.!!! FAILURE TO POST ASSIGNMENTS WILL RESULT IN A SIGNIFICANT GRADE REDUCTION - half a letter grade for each missed posting.**
- **Weekly Assignments** - in addition to weekly readings from the text and other sources, you will be required to read and post information to an assignment bulletin board for that week. Because participation via bulletin boards is critical to comprehension and proper application of material, failure to post to any weekly assignment will result in grade reduction - half a letter grade for each missed posting. Bulletin Board folders will be labeled by week or topic (ex: Week1, Week2, etc). Each class member is responsible for reading through the posts from other class members, and posting his/her own thoughts (ex: what are your thoughts on the issue, did you agree with some of your class members' responses or not, why or why not?). Your posts should contain enough information so that it is evident that you have read, comprehended and synthesized material. In your posting length, please remember that we will all be reading these posts (I would suggest no more than three medium sized paragraphs). Most of your assignments will come from a variety of websites or from your text.
- **Chat Sessions** - From time to time, we may hold an online chat session during the semester. These chats are not required. Usually, chat sessions would last up to but no longer than one hour. Topics and instructions will be posted in the announcements the week prior to any chat session. Topics for the sessions may include course material, any current events relating to material covered and/or any other topics relating to the marketing field. Because there may be many of us participating in a given chat session, you are asked not to carry on individual conversations with other class members during the chat. You will be expected to participate in chats regarding the assigned material (which means you should not enter a chat and simply 'listen' to what everyone else is saying). These chats will be saved and archived for your access.
- **Internet Exploration** - you will be required to explore a variety of Internet sites that apply to the topic we are discussing in the course. There are no "handouts" for this class; instead you will be directed to different websites to read and comment on various articles. You will submit emails to me or to the Bulletin Board discussing certain aspects of websites/and/or articles and how they apply to the electronic marketing field.
- **Quiz** - there will be two quizzes during this semester, one midsemester quiz, and a final quiz. The quizzes will be conducted online using the BB software. You will be able to access the quizzes during the fourth and eighth weeks of the class and complete them at your convenience (more to come the week prior to the quiz).

Administrative Policies

Attendance Policy:
In ACCESS, for courses that meet during an eight-week period, students who miss more than one class may be dropped from the course. For courses meeting during a 16-week period, students who miss more than three classes may be dropped from the class. Students who have been dropped from the class will be refunded in accordance with the course withdrawal policy.

Online Participation Policy: Please Method of Instruction.

Academic Integrity

The following passages are excerpts from the DeSales University *Undergraduate Catalog:*

Plagiarism describes the act of copying the ideas, and/or speculations, and/or language of any other person or persons, without acknowledgment, and presenting this material as one's own original work in order to satisfy any academic requirement or

complete any academic project. Plagiarism takes place even in the event that a person makes any use of another person's unique and distinctive terminology, whether it is a single word or phrase or extended passage, without acknowledgment. This need not be verbatim use; it is considered plagiarism when a person uses his/her own language to alter the original expression of the idea or speculation of another person or persons.

Plagiarism also takes place when a person disguises the language of another person or persons by altering the formal elements of the original (e.g., diction, syntax, grammar, punctuation) and submitting it as his or her own, without acknowledgment, to satisfy any academic requirement or complete an academic project.

Plagiarism will be considered to have occurred regardless of the person's intent to deceive.

Please refer to the *Undergraduate Catalog,* "Academic Honesty Policy" for a more complete discussion of plagiarism, cheating, and other inappropriate behaviors.

Succeeding as an ACCESS Student

Our Distance Education and Instructional Technology Department (DEIT) provides resources including:

· A readiness inventory (go to http://www.desales.edu/onlinereadiness).

· An orientation course in Blackboard (Click on the Courses menu, and in "Course Search" enter the keywords: "student orientation"). Click on the course ID to join the course.

· A series of on-demand learning and career success video workshops on the StudentLingo sitehttp://www.studentlingo.com/desales.

Special Needs and Assistance

Students with a documented disability who wish to request course accommodations should contact the Coordinator of Learning and Disability Services (Dooling Hall, room 26, 610-282-1100 ext. 1453).

Course Evaluation

Enter statement here. The student is expected to complete the CoursEval online when the questionnaire is sent to his/her DeSales email address.

Evaluation and Assessment

Grading Policy:

Weekly Assignments	10%
Midterm Quiz	30
Final Quiz	30
Final Project	30%
TOTAL	100%

Examination Policy:

Please see Method of Instruction

Click here to enter text.

Missed Assignment Policy:

Students must contact the instructor if they have a valid reason for missing an assignment. Otherwise, the student will earn 0 points for the assignment.

Grading

GRADE	PERCENT
A	93.00 - 100%
A-	90.00 – 92.99%
B+	87.00 – 89.99%
B	83.00 – 86.99%
B-	80.00 – 82.99%
C+	77.00 – 79.99%
C	73.00 – 76.99%
C-	70.00 – 72.99%
D+	67.00 – 69.99%
D	60.00 – 66.99%
F	Below 60%

TENTATIVE SCHEDULE

Day	Date	Topic	Assignment
1		Introduction, Expectations Customer Relationships	Chapter 1
2		Corporate Strategies & Marketing	Chapter 2
3		Ethics & Social Responsibility The Marketing Environment	Chapter 3
4		Consumer Behavior Organizational Markets & Buyer Behavior	Chapter 4,5
5-7		Reaching Global Markets Marketing Research	Chapter 6, 7
8-9		Market Segments & Targets **QUIZ 1**	Chapter 8
10-12		Market Segments & Targets	Chapter 9
13		Developing New Products and Services	Chs 10

		Managing Products, Services, and Brands	
14		Pricing Products and Services and Channels	Ch 11, 12 Skim 13
15-16		Integrated Marketing Communications	Ch 14, 15
17		Adv, Sales Promotions and Public Relations	Ch 16
18		Implementing Interactive and Multi-channel Marketing	Ch 17
19-20		**QUIZ II**	Ch 18
21		**FINAL PROJECT SUBMISSIONS** **Due to Dropbox by -----**	

Grading Scale

A 93 - 100
A- 90 - 92
B+ 87 - 89
B 83 - 86
B- 80 - 82
C+ 77 - 79
C 73 - 76
C- 70 - 72
D+ 67 - 69
D 63 - 66
D- 60 - 62
F below 60