



Department of Business Administration
BUAD 206 Principles of Marketing
Summer, 2022

Instructor Information

Dale Zevenbergen

Office: CC309, Campus Center - Business Administration Department

Office Phone: (712) 722-6349 Cell Phone: (712) 441-2434

E-Mail: dale.zevenbergen@dordt.edu

Office Hours: Monday – Friday 8:00 to 5:00, and most other times in Canvas or email

Course Description/Objectives

A study of marketing institutions, product development, channels of distribution, price determination, promotion methods, government influences, and ethical problems facing marketing personnel. Includes a foundational study and discussion of business from a Christian perspective. Class meets online in Canvas from June 8 through August 2.

Everyone participates in the marketing process - that is, we all take part in exchanges that lead to our consumption of various goods or services. The same holds true for all businesses and organizations. Marketing is the means by which a “market-based society” meets consumer needs. Thus, it is an essential discipline for all businesses and organizations to master and manage effectively. We will spend a considerable amount of time discussing a Christian perspective on marketing, markets, and business in general.

Upon successful completion of the course you will:

- ☐ Understand the historical and theoretical foundations of marketing as a discipline.
- ☐ Develop a clear and detailed knowledge of the major sub-disciplines of marketing, namely **P**roduct (both physical goods and intangible services), **P**rice, distribution (**P**lace), and **P**romotion (commonly referred to as the “**4 P**’s”).
- ☐ Internalize major marketing terminology, theories, and analytical approaches through the completion of text reading and marketing case study assignments.
- ☐ Identify and struggle with ethical and moral issues as they relate to marketing and markets from a Christian perspective.
- ☐ Understand how the business environment is under the lordship of Jesus Christ, and how we as Christians can fulfill a calling to participate in it.

Given your active and enthusiastic participation in class discussions, close reading and analysis of assigned texts, and diligent completion of all assignments I am confident that you will meet all of the above outlined objectives for the course.

Texts

1. Kotler, P., & Armstrong, G. (2018). *Principles of marketing*. Pearson Education Limited. ISBN: 978-0134461526
2. Hunter, J. C. (1998). *The servant: A simple story about the true essence of leadership* (2012 ed.). Crown Business. ISBN: 978-0761513698

Evaluation and Grading

<u>Evaluation Component</u>	<u>Points / % of Total</u>
Chapter Quizzes (20 @ 10 pts)	200 points or 33.3%
Final Exam	100 points or 16.7%
Case Study Write-ups	100 points or 16.7%
Christian Perspective on Business papers (4 @ 25 pts)	100 points or 16.7%
<u>Class Attendance & Participation</u>	<u>100 points or 16.7%</u>
Total Points Possible	600 points or 100%

Letter grades will be earned based on the following scale:

94% to 100%	A	80% to 83.9%	B-	67% to 69.9%	D+
90% to 93.9%	A-	77% to 79.9%	C+	64% to 66.9%	D
87% to 89.9%	B+	74% to 76.9%	C	60% to 63.9%	D-
84% to 86.9%	B	70% to 73.9%	C-	Below 60%	F

Quizzes and Exams (300 Total Points)

We will have a quiz on each chapter during the week that we cover that material. The Final Exam will be cumulative. Quiz questions will be mostly multiple choice and the final exam will be essay covering content from the text and powerpoint files. Each quiz will be available in that week's materials in Canvas, and can be completed anytime during that week. Any materials (text, materials in Canvas) can be used as a resource when completing the quiz, as long as it is done **individually**. There will be a 20 minute time limit to complete the quiz once you start it. Feedback will be available after the deadline for the quiz. Any quiz not completed by the last day of each week (Tuesday night at 11:59 p.m. CST) will be a zero and cannot be made up. The final exam will have a similar structure but will be essay based.

Case Study Writeups (100 Total Points)

There will be four case study write-ups worth 25 points each. The Kotler text has a *Company Case* at the end of each chapter, and I've also uploaded each one in Canvas in the four assignments for the Case Studies. The four case study assignments will be spread across four sections of five chapters (i.e. 1-5, 6-10, etc.) and you will be allowed to select which ones to complete. Each write-up should be three to four pages in length, typed double-spaced. Answer all questions listed in the "Questions" section at the end of the case you select. Begin your paper with an overview/summary paragraph, which in business we call an Executive Summary.

Brand of Me and other Christian Perspective on Business papers (100 Total Points)

This course is foundational in the Business Administration program, and will include a reading, videos, the slides from a guest speaker, and discussion about how we as Christians can impact the business environment. Three of the Response Papers will be related to this material. The fourth project will be a paper related to your personal brand called "The Brand of Me". More details in Canvas. These four papers are worth 25 points each.

I expect the eight written assignments above to be handed in during the class period of the day they are due, or before. Late work will not be accepted. Your boss, your employees, and your

customers will expect your work to be completed on time, and so do I.

Class Attendance and Participation 100 points total

The key to successful learning in an online course is your faithful reading of the materials, and your participation in discussion forums within each week. Four points will be available at the end as a bonus simply for “showing up” and doing the work each week. The “weeks” will run Wednesday to Tuesday (see schedule below). For the other 96 points I will post discussion questions (“DQ’s”) that you must each respond to by Saturday night of that week. You will then need to read and respond to the comments made by the classmates by Tuesday night of that week. Based on these date/time deadlines, the discussion for each week will be contained within that week. If you’d like to add something to a topic from a previous week, that’s fine, but points for each week will be awarded for discussion posts within the current week’s time frame.

In evaluating Class Participation I will consider the following:

- Your individual response to each of the discussion questions I post (total of 8 points per week). You must respond to the DQ’s by Saturday (11:59 p.m. CST) to receive credit.
- Once you post your DQ response, you are then required to respond to at least three of your classmates’ comments at least once. These responses must be “substantive”, meaning “I agree”, or “good thought” is not sufficient. You must add new insights to receive credit. This discussion aspect is also worth 4 points per week, and must be posted by Tuesday night (11:59 p.m. CST) of that “week”.
- Combining the two above, there will be 12 points available for each of the eight class weeks.

Professionalism and other Policies

Communication skills, both written and verbal, are critically important in the workplace. In this light, your communications in class discussion should be professional, as should your written work. The case study and response write-ups will be evaluated with about a 75% weighting on content and about a 25% weighting on spelling, grammar, and format (professionalism). If citation of any material is required in your writing, please use the APA style.

Academic integrity: Dordt University is committed to developing a community of Christian scholars where all members accept the responsibility of practicing personal and academic integrity in obedience to biblical teaching. For students, this means not lying, cheating, or stealing others’ work to gain academic advantage; it also means opposing academic dishonesty. Students found to be academically dishonest will receive academic sanctions from their professor (from a failing grade on the particular academic task to a failing grade in the course) and will be reported to the Student Life Committee for possible institutional sanctions (from a warning to dismissal from the university). Appeals in such matters will be handled by the student disciplinary process. For more information, see the [Student Handbook](#)

Accommodations: Dordt University is committed to providing reasonable accommodations for students with documented qualifying disabilities in accordance with federal laws and university policy. Any student who needs access to accommodations based on the impact of a documented disability should contact the Coordinator of Services for Students with Disabilities (CSSD): Sharon Rosenboom, Academic Enrichment Center, Office: L168, (712) 722-6490, Email: Sharon.Rosenboom@dordt.edu.

Week	Subject Matter	Weekly Assignments	Deliverables
Week 1 June 8-14	Ch 1. Marketing: Creating Customer Value and Engagement Ch 2. Company and Marketing Strategy	<ul style="list-style-type: none"> - View Week 1 Intro video and review Week 1 overview - Review Syllabus thoroughly and post any questions - Complete your personal bio/introduction by Saturday - Read chapter 1 and review PowerPoint - Read chapter 2 and review PowerPoint - Respond to DQ's by Saturday at 11:59 p.m. - Post responses to three DQ's by Tuesday at 11:59 pm - Take Quizzes 1 and 2 by Tuesday at 11:59 p.m. - Begin reading <i>The Servant</i> 	<ul style="list-style-type: none"> <input type="checkbox"/> Week 1 Intro <input type="checkbox"/> Read Syllabus <input type="checkbox"/> Bio /Intro <input type="checkbox"/> Chapter 1 <input type="checkbox"/> Chapter 2 <input type="checkbox"/> DQ Responses <input type="checkbox"/> Quiz 1 <input type="checkbox"/> Quiz 2 <input type="checkbox"/> Begin <i>The Servant</i>
Week 2 June 15-21	Ch 3. Analyzing the Marketing Environment Ch 4. Managing Marketing Information Ch 5. Consumer Markets The Good Society (TGS) Episode 1: Mrs Schneider	<ul style="list-style-type: none"> - View Week 2 Intro video and review Week 2 overview - Read chapter 3 and review PowerPoint - Read chapter 4 and review PowerPoint - Read chapter 5 and review PowerPoint - Watch The Good Society (TGS) Episode 1 and review pdf - Respond to DQ's by Saturday at 11:59 p.m. - Post responses to three DQ's by Tuesday at 11:59 pm - Take Quizzes 3, 4, and 5 by Tuesday at 11:59 p.m. - Case Study from Ch 1-5 due – Tuesday at 11:59 p.m. - Begin reading <i>The Servant</i> 	<ul style="list-style-type: none"> <input type="checkbox"/> Week 2 Intro <input type="checkbox"/> Chapter 3 <input type="checkbox"/> Chapter 4 <input type="checkbox"/> Chapter 5 <input type="checkbox"/> TGS Episode 1 <input type="checkbox"/> DQ responses <input type="checkbox"/> Quiz 3 <input type="checkbox"/> Quiz 4 <input type="checkbox"/> Quiz 5 <input type="checkbox"/> Ch 1-5 Case Study <input type="checkbox"/> cont' <i>The Servant</i>
Week 3 June 22-28	Ch 6. Business Markets Ch 7. Customer Driven Marketing Strategy TGS Episode 2: The Person at the Center of the Economy	<ul style="list-style-type: none"> - View Week 3 Intro video and review Week 3 overview - Read chapter 6 and review PowerPoint - Read chapter 7 and review PowerPoint - Watch The Good Society (TGS) Episode 2 and review pdf - Respond to DQ's by Saturday at 11:59 p.m. - Post responses to three DQ's by Tuesday at 11:59 pm - Take Quizzes 6 and 7 by Tuesday at 11:59 p.m. - Finish reading <i>The Servant</i>, review presentation slides from Denny VZ, and then write response paper about Servant Leadership by Wednesday 11:59 pm 	<ul style="list-style-type: none"> <input type="checkbox"/> Week 3 Intro <input type="checkbox"/> Chapter 6 <input type="checkbox"/> Chapter 7 <input type="checkbox"/> TGS Episode 2 <input type="checkbox"/> DQ responses <input type="checkbox"/> Quiz 6 <input type="checkbox"/> Quiz 7 <input type="checkbox"/> Servant Lead paper
Week 4 June 29 – July 5	Ch 8. Products, Services and Brands Ch 9. Product Development Ch 10. Pricing – Value TGS Episode 3: Work, Creativity and Exchange	<ul style="list-style-type: none"> - View Week 4 Intro video and review Week 4 overview - Read chapter 8 and review PowerPoint - Read chapter 9 and review PowerPoint - Read chapter 10 and review PowerPoint - Watch The Good Society (TGS) Episode 3 and review pdf - Respond to DQ's by Saturday at 11:59 p.m. - Post responses to three DQ's by Tuesday at 11:59 pm - Take Quizzes 8, 9, 10 by Tuesday at 11:59 p.m. - Case Study from Ch 6-10 due – Tuesday at 11:59 p.m. 	<ul style="list-style-type: none"> <input type="checkbox"/> Week 4 Intro <input type="checkbox"/> Chapter 8 <input type="checkbox"/> Chapter 9 <input type="checkbox"/> Chapter 10 <input type="checkbox"/> TGS Episode 3 <input type="checkbox"/> DQ responses <input type="checkbox"/> Quiz 8 <input type="checkbox"/> Quiz 9 <input type="checkbox"/> Quiz 10 <input type="checkbox"/> Ch 6-10 CaseStudy
Week 5 July 6-12	Ch 11. Pricing Strategies Ch 12. Marketing Channels Ch 13. Retailing / Wholesaling TGS Episode 4: Building a Business	<ul style="list-style-type: none"> - View Week 5 Intro video and review Week 5 overview - Read chapter 11 and review PowerPoint - Read chapter 12 and review PowerPoint - Read chapter 13 and review PowerPoint - Watch The Good Society (TGS) Episode 4 and review pdf - Respond to DQ's by Saturday at 11:59 p.m. - Post responses to three DQ's by Tuesday at 11:59 pm - Take Quizzes 11, 12, and 13 by Tuesday at 11:59 p.m. - "Brand of Me" project due – Tuesday at 11:59 p.m. 	<ul style="list-style-type: none"> <input type="checkbox"/> Week 5 Intro <input type="checkbox"/> Chapter 11 <input type="checkbox"/> Chapter 12 <input type="checkbox"/> Chapter 13 <input type="checkbox"/> TGS Episode 4 <input type="checkbox"/> DQ responses <input type="checkbox"/> Quiz 11 <input type="checkbox"/> Quiz 12 <input type="checkbox"/> Quiz 13 <input type="checkbox"/> Brand of Me paper
Week 6 July 13-19	Ch 14. Engaging Customers and Communicating Value Ch 15. Advertising & PR Ch 16. Selling and Promotion TGS Episode 5: Global Cooperation and Complexity, Part 1	<ul style="list-style-type: none"> - View Week 6 Intro video and review Week 6 overview - Read chapter 14 and review PowerPoint - Read chapter 15 and review PowerPoint - Read chapter 16 and review PowerPoint - Watch The Good Society (TGS) Episode 5 and review pdf - Respond to DQ's by Saturday at 11:59 p.m. - Post responses to three DQ's by Tuesday at 11:59 pm - Take Quizzes 14, 15, and 16 by Tuesday at 11:59 p.m. - Case Study from Ch 11-15 due – Tuesday at 11:59 p.m. 	<ul style="list-style-type: none"> <input type="checkbox"/> Week 6 Intro <input type="checkbox"/> Chapter 14 <input type="checkbox"/> Chapter 15 <input type="checkbox"/> Chapter 16 <input type="checkbox"/> TGS Episode 5 <input type="checkbox"/> DQ responses <input type="checkbox"/> Quiz 14 <input type="checkbox"/> Quiz 15 <input type="checkbox"/> Quiz 16 <input type="checkbox"/> Ch11-16CaseStudy
Week 7 July 20-26	Ch 17. Direct, Online, Social Ch 18. Creating Competitive Advantage Ch 19. Global Marketplace TGS Episode 6: Global Cooperation and Complexity,	<ul style="list-style-type: none"> - View Week 7 Intro video and review Week 7 overview - Read chapter 17 and review PowerPoint - Read chapter 18 and review PowerPoint - Read chapter 19 and review PowerPoint - Watch The Good Society (TGS) Episode 6 and review pdf - Respond to DQ's by Saturday at 11:59 p.m. - Post responses to three DQ's by Tuesday at 11:59 pm 	<ul style="list-style-type: none"> <input type="checkbox"/> Week 7 Intro <input type="checkbox"/> Chapter 17 <input type="checkbox"/> Chapter 18 <input type="checkbox"/> Chapter 19 <input type="checkbox"/> TGS Episode 6 <input type="checkbox"/> DQ Responses <input type="checkbox"/> Quiz 17

Week	Subject Matter	Weekly Assignments	Deliverables
	Part 2	<ul style="list-style-type: none"> - Take Quizzes 17, 18, and 19 by Tuesday at 11:59 p.m. - Review six TGS pdf's, submit response paper by Tuesday at 11:59 p.m. 	<ul style="list-style-type: none"> <input type="checkbox"/> Quiz 18 & 19 <input type="checkbox"/> TGS Paper
Week 8 July 27 – August 2	Ch 20. Social Responsibility and Ethics Business Through the Eyes of Faith chapter 17	<ul style="list-style-type: none"> - View Week 8 Intro video and review Week 8 overview - Read chapter 20 and review PowerPoint - Respond to DQ's by Saturday at 11:59 p.m. - Post responses to three DQ's by Tuesday at 11:59 pm - Take Quiz 20 by Tuesday at 11:59 p.m. - Take Final Exam by Tuesday at 11:59 p.m. - Case Study from Ch 16-20 due – Tuesday at 11:59 p.m. - Read chapter from <i>Business Through the Eyes of Faith</i> (BTEF) and submit response paper by Tuesday at 11:59 p.m. 	<ul style="list-style-type: none"> <input type="checkbox"/> Week 8 Intro <input type="checkbox"/> Chapter 20 <input type="checkbox"/> DQ Responses <input type="checkbox"/> Quiz 20 <input type="checkbox"/> Final Exam <input type="checkbox"/> Ch16-20CaseStudy <input type="checkbox"/> BTEF Paper