

MRKT 210- Principles of Marketing Online

Course Description

This course involves a comprehensive study of the key elements of marketing strategy including marketing communications to reach and engage customers. Primary focus will be on strategic marketing analysis and marketing planning to build competitive advantage.

Credit Hours: 3

www.friends.edu/catalog

Overview and Course Goals

Students completing this course will be able to:

1. Recognize the significance of marketing in an organization by examining how it relates to other business functions and its role in achieving a company's overall objectives, including creating competitive advantage
2. Determine the internal and external factors linked to a company's success or failure and how they influence marketing decisions
3. Identify strategies used by organizations to build strong customer relationships and consumer value through proactive marketing research and communications
4. Evaluate modern business practices and propose solutions to marketing challenges by applying critical thinking skills, marketing concepts and sound strategies
5. Assess ethical issues confronting businesses and the role of corporate social responsibility in sustainable marketing

Instructor information

Name:

Phone:

Email:

Course Materials

REQUIRED TEXTBOOK:

Course Policies

ONLINE COURSE PARTICIPATION

Participation online is expected throughout the course. Content areas and assignments may include discussions, writing in APA format, case study analysis, reading, internet research, and marketing plan components. Each week will be different depending on the assignments required. **A class week is defined as seven days: Monday through Sunday.**

All official university communication will use Friends University issued email accounts. All assignments will be submitted via the Moodle System.

ATTENDANCE POLICY

Online attendance is determined by completion of course assignments and participation in live forums with end of the week due dates. Successful learning from online courses requires active participation and interaction of students with the content provided. Participation early (and throughout the week) in forums allows students to learn and gain insight from each other in an online learning community.

Course Structure and Grades

DISCUSSION FORUM

This discussion forum may be different from your previous classes so please read carefully. Forums may include a video case study, critical thinking questions, or an element of your marketing plan so that you can learn from each other as you exchange research and ideas in different discussion threads.

Our Forums require student participation **throughout** the week so plan and manage your time accordingly. This replicates classroom discussion and is most effective when you provide quality answers and respond to several posts. Please see Discussion Forum Rubric in Moodle for quality and quantity of posting expectations and grading. Some terminologies and guidelines follow:

- i. **Initial Post (due every Friday):** The initial post by a student that answers the questions posed in the discussion assignment. It is imperative that Initial Posts are displayed earlier in the week for an online discussion to be effective allowing the class ample time to post response posts and further discussion posts throughout the week. You must show evidence of concept knowledge from content materials (including examples or real-world applications) and use of critical thinking (analysis, synthesis, evaluation or application). You are strongly advised to use outside references and relate the concepts to work/life situations to support your assertions. You must post your Initial Response **by Friday** to get maximum points.
- ii. **Quality Response Post (due every Sunday):** The first response post by a student addressing an Initial Post. Students are required to provide two (2) Quality Response Posts per forum by the due date. Responses should build on the concept presented or provide new ideas that add greater depth and advance the discussions. Responses such as “I like what you said about...” or “Good post...” or “I agree...” then simply reiterating or paraphrasing what was mentioned in the original post do not add value to the conversation. After such courtesies, you still need to explain why it is important or insightful by providing new information, such as an example or an application of the concept based on what you learned from the materials. It helps to revisit the provided content as you work on writing your posts. You can also do a quick google search to find interesting information pertinent to concepts being discussed in the discussion thread.

You must respond to posts from your instructor so check your discussion thread regularly.

- iii. **Further Discussion Posts (due every Sunday):** These are posts after Response Posts to facilitate an ongoing discussion or friendly debate. Students are encouraged to answer Response Posts on their discussion threads to simulate in-person classroom

conversation with multiple students sharing their thoughts, research findings, and questions. Discussion Response Posts such as “I like what you said about...” or “Good post...” or “I agree...” then simply reiterating or paraphrasing what was mentioned in the Initial or Response posts do not add value to the conversation. You can start your post with similar statements for courtesy and encouragement but it takes more to earn points.

You will need to respond to posts from your instructor as well so check your discussion thread regularly.

Important: There may be instances when a weak Response Post to an initial post may make it difficult to continue the discussion. Some tips would be to

- Ask the student clarifying questions (e.g. “what do you mean by...?” or “can you explain further...”) or critical thinking questions (e.g. “what are the reasons for...?” or “what is the significance of...to...?”)
- Include relevant information you learned from the materials, online research or your own experience that adds value to the discussion thread
- Keep reading other student posts that you can add value to and learn from

25-WORD SUMMARY

This assignment will be based on materials assigned each week and is meant to encourage use of critical thinking. Students must read content material carefully to be able to condense their learning into no more than 25 words. Students enjoy this method of demonstrating new knowledge as it is a shorter writing assignment.

MARKETING PLAN COMPONENTS & OTHER ASSIGNMENTS

The Final Marketing Plan is a comprehensive final project. Students can conceptualize their marketing programs more proficiently and manage the load better by producing and turning in the following deliverables at various weeks during the term. You will still need to research and update the remaining components of your marketing plan and the entire plan is due on the last day of class. A more detailed guideline for your Final Marketing Plan will be available in Moodle.

MARKETING PLAN PRODUCT/SERVICE IDEA (FIRST DECISIONS)

This is your first and one of the most important set of decisions you will make regarding your Marketing Plan. Spend a few hours thinking and researching about a product or service you might enjoy creating a marketing plan for. Do you have a family business? Do you want to help a small store or barbershop in your neighborhood? Do you have a product idea (such as those you see in the show Shark Tank or Make 48) that you would like to work on? Is there a particular marketplace you would like to tap for this product? These are some questions to ask yourself when contemplating on this assignment.

SWOT ANALYSIS

An analysis of a company's internal and external environments is vital to marketing and risk management. A SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis helps formulate strategies and leverage a company's strengths and opportunities for continued growth. Details for this piece of the marketing plan will be on Moodle.

BUYER PERSONA PROFILES

This is not your typical target market segment in marketing. Buyer Personas are semi-fictional representations of your ideal customers based on research. According to Hubspot, creating effective Buyer profiles helps content creation/marketing communication, product development, and sales. You will create three buyer persona profiles for your chosen product/service. A template will be provided on Moodle.

SUSTAINABLE MARKETING

Sustainable marketing involves not only a company's product composition, but also brand image and strategy. Finding sustainable alternatives can result in higher value products, and brand loyalty. Across the globe, consumers' purchase decisions continue to be influenced by corporate social responsibility and environmental impact. This assignment will help you craft the sustainability and social responsibility piece of your marketing plan.

SOCIAL MEDIA STRATEGY

In this piece of your marketing plan, you will summarize everything you plan to do and achieve using social media. Your social media strategy will include selection of social media platforms, and types of content for lead generation and customer engagement. You will develop a content strategy and create social media content. You will also indicate key metrics to measure social media impact.

FINAL MARKETING PLAN

You will develop a marketing plan for a product/service of your choice throughout the term. This could be for an existing family business, a local company, or a potential business you might be interested to set up in the future. You are to **start conceptualizing ideas on Week 1** and continue to work on your plan as we cover different topics. Instructions will be provided on Moodle as to which pieces of the plan to include and focus on each week.

You have two options for delivery of this project and an option to collaborate with one other student (two in a group) or work individually. You may use our Cyber Café to "advertise" for a partner.

Option 1 MP4 Video Presentation – using PowerPoint, Google Slides or Prezi to screencast your presentation using a screencast app of your choice and webcam

Option 2 Marketing Plan Report – multi-page report to cover the prescribed elements of a marketing plan including strategies and tactics

Participation

Attendance and Participation in class are required every week. Weekly assignments are due on Sundays (8th week assignments due on Saturday). In order to learn about

marketing principles and strategies, you must engage with the materials over the course of 8 weeks. Additionally, interaction with students and your instructor within class discussions and live forums is a significant and required piece of the course.

Late Work

Late work is accepted on a limited basis considering the following policy:

Discussion Forums absolutely end on Sundays – no late work allowed.

Simply turn in your work, as usual, and a 10% deduction will be assessed per day it is late until **Wednesday only**, after which it will no longer be accepted, and you will obtain a grade of zero for that assignment. Absolutely no assignments will be accepted after the last day of class, 05 March 2022 (Saturday).

Grading Scale

A = 90% -

100%

B = 80% - 89%

C = 70% - 79%

D = 60% - 69%

F = 59% or below

Your instructor does not “give” grades; you earn them based on the quality and completeness of your work. In other words, the only way to earn a passing score is to complete assignments as directed. Each assignment has a due date and to earn a passing grade, the assignment must be completed and turned in on time.

Bonus points or extra credit is NOT offered based on individual request to pass or boost one's grade. There may be extra credit opportunities open for everyone throughout the course and you are encouraged to **take advantage of them when they are offered**.

Course Activities and Points

ACTIVITY	AMOUNT	POINTS	TOTAL POINTS
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INTRODUCTION	1	10	10
PRE-COURSE QUESTIONNAIRE	1	10	10
DISCUSSION FORUM	6 - WEEKS 2-7	50	300
	1 - WEEK 8 REFLECTION	30	30

25-WORD SUMMARIES	6	25	150
MARKETING PLAN COMPONENTS/OTHER ASSIGNMENTS		50	250
FINAL MARKETING PLAN	1	250	250
		TOTAL	1000

YOUR PROFESSOR RESERVES THE RIGHT TO MAKE CHANGES TO THE COURSE REQUIREMENTS, ASSIGNMENTS, AND SYLLABUS AS NEEDED. ALL CHANGES WILL BE POSTED IN MOODLE. FOR ANY CLARIFICATIONS, CONTACT YOUR INSTRUCTOR AS SOON AS POSSIBLE.

See Moodle for Weekly Assignment Details and Updates

	Required Reading and Assignments	Due Date
Week 1	READING: Syllabus and Class expectations Welcome to Class Course Introduction (video)Week 1 Content/Links ASSIGNMENTS: Introduce yourself Pre-Course Questionnaire Marketing Plan Product/Service Idea SWOT Analysis	All Assignments are Due at 11:59 pm CST on Sunday
Week 2	READING: Syllabus, Rubrics and other guidelines Week 2 Intro Week 2 Content/Links	All Assignments are Due at 11:59 pm CST on Sunday

	ASSIGNMENTS: Discussion Forum 25-Word Summary	
Week 3	READING: Syllabus, Rubrics and other guidelines Week 3 Intro Week 3 Content/Links	All Assignments are Due at 11:59 pm CST on Sunday

	ASSIGNMENTS: Discussion Forum 25-Word Summary Buyer Persona Profiles	
Week 4	READING: Syllabus, Rubrics and other guidelines Week 5 Intro Week 5 Content/Links ASSIGNMENTS: Discussion Forum 25- word Summary Sustainable Marketing	All Assignments are Due at 11:59 pm CST on Sunday
Week 5	READING: Syllabus, Rubrics and other guidelines Week 6 Intro Week 6 Content/Links ASSIGNMENTS: Discussion Forum 25-Word Summary	All Assignments are Due at 11:59 pm CST on Sunday
Week 6	READING: Syllabus, Rubrics and other guidelines Week 6 Intro Week 6 Content/Links ASSIGNMENTS: Discussion Forum 25-Word Summary	All Assignments are Due at 11:59 pm CST on Sunday
Week 7	READING: Syllabus, Rubrics and other guidelines Week 7 Intro Week 7 Content/Links ASSIGNMENTS: Discussion Forum 25-Word Summary Social Media Strategy	All Assignments are Due at 11:59 pmCST on Sunday

Week 8	READING: Syllabus, Rubrics and other guidelines Week 8 Intro Week 8 Content/Links, Review of previous content ASSIGNMENTS: Discussion Forum Reflection Final Marketing Plan	All Assignments are Due at 11:59 pm CST on Saturday
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Friends University Catalog Links

ADA Student Services

http://catalog.friends.edu/content.php?catoid=4&navoid=172#disa_serv

Student Conduct

http://catalog.friends.edu/content.php?catoid=4&navoid=172#stud_cond_cod

e Academic Honesty & Honor Code

http://catalog.friends.edu/content.php?catoid=4&navoid=172#acad_hono_cod

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