

# Syllabus

## MKG-220: Introduction to Marketing

### Course Description

Students will describe the role of marketing in an organization's decision-making processes and explain methods of environmental scanning, as well as ways to target markets. Students will explain the marketing mix variables as they relate to marketing decision-making and describe the use of models of consumer behavior in marketing, all within a biblical framework.

**Credit Hours:** 3

**Prerequisite Courses:** n/a

**Prerequisite Skills and Knowledge:** n/a

### Course Outcomes

Upon successful completion of this course, you should be able to:

1. Describe the role of marketing in an organization's decision-making processes.
2. Describe how models of consumer behavior can be used in marketing.
3. Explain methods of environmental scanning.
4. Describe methods to determine target markets and effective marketing strategies.
5. Explain marketing mix variables as they relate to marketing decision making.
6. Use a biblical framework to make ethical marketing decisions.

### Course Textbook

Anonymous. (2015). *Principles of marketing*. Minneapolis, MN: University of Minnesota Libraries Publishing. Retrieved from <https://open.lib.umn.edu/principlesmarketing/>

**Note:** *This course utilizes Online Educational Resources that are displayed in Student Resources within each workshop (or module).*

### Course Development Resources

### Course Technology

None.

### IWU Diversity Statement

IWU, in covenant with God's reconciling work and in accordance with the Biblical principles of our historic Wesleyan tradition, commits to build a community that reflects Kingdom diversity.

We will foster an intentional environment for living, teaching, and learning, which exhibits honor, respect, and dignity. Acknowledging visible or invisible differences, our community authentically values

each member's earthly and eternal worth. We refute ignorance and isolation and embrace deliberate and courageous engagement that exhibits Christ's commandment to love all humankind. (2016)

## Grading Scale

**NOTE:** In graduate level courses, a grade of C- or below will require the course to be repeated.

Grade	Quality Points Per Credit	Percentage	Score
<b>A</b>	4.0	95%–100%	950–1000
<b>A-</b>	3.7	92%–94.9%	920–949
<b>B+</b>	3.3	89%–91.9%	890–919
<b>B</b>	3.0	85%–88.9%	850–889
<b>B-</b>	2.7	82%–84.9%	820–849
<b>C+</b>	2.3	79%–81.9%	790–819
<b>C</b>	2.0	75%–78.9%	750–789
<b>C-</b>	1.7	72%–74.9%	720–749
<b>D+</b>	1.3	69%–71.9%	690–719
<b>D</b>	1.0	65%–68.9%	650–689
<b>F</b>	0.0	0%–64.9%	0–649

## Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the [IWU Catalog](#).

## Letter Grade Equivalencies

**NOTE:** In graduate level courses, a grade of C- or below will require the course to be repeated.

Grade	Description of Work
<b>A</b>	Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow.
<b>B</b>	Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments of quality less than the exemplary work described above.
<b>C</b>	Quality and quantity of work in and out of class is average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally.
<b>D</b>	Quality and quantity of work is below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below acceptable levels.
<b>F</b>	Quality and quantity of work is unacceptable and does not qualify the student to progress to a more advanced level of work.

## Course Workshop Summary

Workshop	Discussion*	Assignment*	Total Points per Workshop
<b>Workshop One</b>	2/70	1/120	190
<b>Workshop Two</b>	2/70	1/120	190
<b>Workshop Three</b>	2/70	1/120	190

<b>Workshop Four</b>	2/70	1/120	190
<b>Workshop Five</b>	2/70	1/170	240
<b>End of Course Survey</b>	--	--	10 Extra Credit
<b>TOTAL</b>	10/350	5/650	<b>1,000</b>

\* Number of Activities/Sum Point Totals

## Workshop One

Title	Due Dates	Time	Points
<b>1.1 Exercise: Agent of Justice</b>	Initial post due by the end of the fourth day of the workshop; one response due by the end of the workshop.	1 hour	0
<b>1.2 Discussion: Defining Marketing</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	5 hours	35
<b>1.3 Discussion: The Four P's</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	5 hours	35
<b>1.4 Assignment: Non-Profit Marketing</b>	Due by the end of the workshop.	5 hours	120
<b>Totals</b>		<b>16 hours*</b>	<b>190</b>

## Workshop Two

Title	Due Dates	Time	Points
<b>2.1 Exercise: Restoration</b>	Initial post due by the end	1 hour	0

	of the fourth day of the workshop; one response due by the end of the workshop.		
<b>2.2 Discussion: Targeting Strategies</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	<b>6 hours</b>	<b>35</b>
<b>2.3 Discussion: Internal Influences on Consumer Behavior</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	<b>6 hours</b>	<b>35</b>
<b>2.4 Assignment: Purchasing Decisions Interview</b>	Due by the end of the workshop.	<b>6 hours</b>	<b>120</b>
<b>Totals</b>		<b>19 hours*</b>	<b>190</b>

## Workshop Three

<b>Title</b>	<b>Due Dates</b>	<b>Time</b>	<b>Points</b>
<b>3.1 Exercise: Righteousness</b>	Initial post due by the end of the fourth day of the workshop; one response due by the end of the workshop.	<b>1 hour</b>	<b>0</b>
<b>3.2 Discussion: Environmental and Marketing Decisions</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	<b>6 hours</b>	<b>35</b>
<b>3.3 Discussion: Positioning</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	<b>6 hours</b>	<b>35</b>
<b>3.4 Assignment: Internal Environments Interview</b>	Due by the end of the workshop.	<b>6 hours</b>	<b>120</b>

<b>Totals</b>	<b>19 hours*</b>	<b>190</b>
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## Workshop Four

Title	Due Dates	Time	Points
<b>4.1 Exercise: Discipline</b>	Initial post due by the end of the fourth day of the workshop; one response due by the end of the workshop.	1 hour	0
<b>4.2 Discussion: Defining Products</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	6 hours	35
<b>4.3 Discussion: New Product Development</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	6 hours	35
<b>4.4 Assignment: Pricing Strategies</b>	Due by the end of the workshop.	6 hours	120
<b>Totals</b>		<b>19 hours*</b>	<b>190</b>

## Workshop Five

Title	Due Dates	Time	Points
<b>5.1 Exercise: Call to Repentance</b>	Initial post due by the end of the fourth day of the workshop; one response due by the end of the workshop.	1 hour	0
<b>5.2 Discussion: Distribution</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	6 hours	35

<b>5.3 Assignment: Promotional Tools</b>	Due by the end of the workshop.	<b>6 hours</b>	170
<b>5.4 Discussion: Advertising Messages</b>	Initial post due by the end of the fourth day of the workshop; two responses due by the end of the workshop.	<b>5.5 hours</b>	35
<b>End of Course Survey</b>	Due by the end of the workshop.	--	10 Extra Credit
<b>Totals</b>		<b>18.5 hours*</b>	<b>240</b>

## Course Assignments

<b>TOTALS</b>	<b>91.5 hours*</b>	<b>1,000</b>
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\* These timings are based on estimations of average times to complete each assignment. Actual assignment completion times will vary.

## Alternative Assignment Policy

Students with a documented disability may request accommodations for an alternative assignment(s) for course activities (Examples: video assignments, etc.). It is the student's responsibility to submit the form received from the Disability Services Office indicating his/her specific accommodation to the instructor prior to the start of each course.

## Expectations, Policies, and Important Student Information

School/Division	Link
DeVoe School of Business Division of Liberal Arts School of Services and Leadership	<a href="#">View School/Division Expectations, Policies, and Student Information</a>
School of Educational Leadership	<a href="#">View School/Division Expectations, Policies, and Student Information</a>

School/Division	Link
Wesley Seminary @ IWU	<a href="#">View School/Division Expectations, Policies, and Student Information</a>
Nursing - Undergraduate	<a href="#">View School/Division Expectations, Policies, and Student Information</a>
Nursing - Graduate	<a href="#">View School/Division Expectations, Policies, and Student Information</a>