

# Syllabus

## MKG-421: Foundations of Marketing

### Course Description

Students will evaluate the relationship of the rapidly changing market environment to ethical and legal marketing decisions using a biblical framework. Students will identify the target market and effective market strategies using market data. Students will compare and contrast social media, traditional media sources, and branding strategies while appraising marketing mix variables and marketing channels for effectiveness in implementing marketing strategies.

**Credit Hours:** 3

**Prerequisite Courses:** None

**Prerequisite Skills and Knowledge:** None

### Course Outcomes

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

1. Evaluate the relationship of the rapidly changing market environment to marketing decisions.
2. Explain the effects of marketing mix variables on global and representative diverse marketing strategies.
3. Use a biblical framework to make ethical and legal marketing decisions.
4. Compare and contrast social media, traditional media sources and branding strategies.
5. Identify the target market and effective market strategies using market data.
6. Appraise marketing channels for effectiveness in implementing marketing strategies.

### Course Textbook

Solomon, M., Marshall, G., & Stuart, E. (2018). *Marketing: Real people, real choices*. (9th ed.). New York: Pearson.

**Please note:** If you receive your course materials from Tree of Life, you will receive an email from Tree of Life giving you details on how to access the textbook in an eText format.

### Course Technology

- Computer with: Internet access, audio input, microphone, and webcam (optional; photograph can replace webcam)
- OCLS: Off Campus Library System

### 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 are 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 are 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 are unacceptable and do not qualify the student to progress to a more advanced level of work.

## Course Workshop Summary

Workshop	Devotional*	Discussion*	Assignment*	Quiz*	Total Points
<b>Workshop One</b>	1/0	1/100	1/100	0/0	200
<b>Workshop Two</b>	1/0	1/100	0/0	1/100	200
<b>Workshop Three</b>	1/0	0/0	2/200	0/0	200
<b>Workshop Four</b>	1/0	0/0	2/200	0/0	200
<b>Workshop Five</b>	1/0	0/0	1/100	1/100	200
<b>Course Totals</b>	<b>5/0</b>	<b>2/200</b>	<b>6/600</b>	<b>2/200</b>	<b>1000</b>

\* Number of Activities/Sum Point Totals

## Course Assignments

### Workshop One Outline

Title	Due Dates	Time	Points
<b>1.1 Devotional: Loving God versus Loving Money</b>	Due by the end of the workshop	<b>30 minutes</b>	0
		<b>Totals</b>	<b>200</b>
		<b>14 hours*</b>	

Title	Due Dates	Time	Points
<b>1.2 Assignment: Marketing Foundations</b>	Due by the end of the workshop	6 hours	100
<b>1.3 Discussion: Target Market</b>	Initial posts due by the end of the fourth day of the workshop; one response due by the end of the workshop	7.5 hours	100
<b>Totals</b>		<b>14 hours*</b>	<b>200</b>

## Workshop Two Outline

Title	Due Dates	Time	Points
<b>2.1 Devotional: Enlarging Your Tent</b>	Due by the end of the workshop	30 minutes	0
<b>2.2 Quiz: Consumer Behavior</b>	Due by the end of the workshop	5.5 hours	100
<b>2.3 Discussion: External Environment and Internal Environment</b>	Initial posts due by the end of the fourth day of the workshop; two responses due by the end of the workshop	6 hours	100
<b>Totals</b>		<b>12 hours*</b>	<b>200</b>

## Workshop Three Outline

Title	Due Dates	Time	Points
<b>3.1 Devotional: Working and Partnering</b>	Due by the end of the workshop	30 minutes	0
<b>3.2 Assignment: New Product Development</b>	Due by the end of the workshop	5 hours	100
<b>3.3 Assignment: Pricing</b>	Due by the end of the workshop	6 hours	100
<b>Totals</b>		<b>11.5 hours*</b>	<b>200</b>

## Workshop Four Outline

Title	Due Dates	Time	Points
<b>4.1 Devotional: Internet and Social Media Buying</b>	Due by the end of the workshop	30 minutes	0
<b>4.2 Assignment: Branding and Advertising</b>	Due by the end of the workshop	4 hours	100
<b>4.3 Assignment: Distribution</b>	Due by the end of the workshop	7 hours	100
<b>Totals</b>		<b>11.5 hours*</b>	<b>200</b>

## Workshop Five Outline

Title	Due Dates	Time	Points
<b>5.1 Devotional: Personal Planning</b>	Due by the end of the workshop	30 minutes	0
<b>5.2 Quiz: Market Research</b>	Due by the end of the workshop	5.5 hours	100
<b>5.3 Assignment: Marketing Management</b>	Due by the end of the workshop	8.5 hours	100
<b>End of Course Survey</b>	Due by the end of the workshop	30 minutes	10 Extra Credit Points
<b>Totals</b>		<b>15 hours*</b>	<b>200</b>

\*These times are only estimates. Actual assignment completion times will vary.

## Course Development Resources

All photos © 123RF unless otherwise noted.

Download and review the [MKG-421\\_CreditsPage.pdf](#).

## 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>
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>