



BUSA-5023-92: MARKETING & THE LEGAL ENVIRONMENT (ONLINE)
GRADUATE SCHOOL OF BUSINESS • OKLAHOMA CHRISTIAN UNIVERSITY
FALL 2020 SYLLABUS

Instructor: Wes McKinzie
Email: wes.mckinzie@oc.edu
Office Phone: 405.425.5575

Office Hours: Mon 9:00 am-4:00 pm
(HBC-101H) Tue 1:00-2:30 pm
Thu 1:00-2:30 pm

OKLAHOMA CHRISTIAN UNIVERSITY MISSION

Oklahoma Christian University is a higher learning community that transforms lives for Christian faith, scholarship, and service.

GRADUATE SCHOOL OF BUSINESS MISSION

The goal of OC's Graduate School of Business is to build a community of lifelong relationships upon frameworks of timely business education and foundations of timeless values. To accomplish OC's mission of transforming lives for Christian faith, scholarship, and service, we cultivate relationships among our current and former students, our business partners, and the university. We provide a rich, integrative learning experience that fosters creative thinking and ingenuity. We graduate people of character, integrity, competence, and knowledge.

CHRISTIAN WORLDVIEW & TEACHING PHILOSOPHY

There is a school of thought that says a Christian can't work in marketing because the industry has become so powerful, pervasive, and deceitful that a Christian would have to compromise his or her principles to do so. This isn't true, though we should guard against the challenges and temptations that will come our way in any line of work. As we seek to be successful servant leaders in business, these scriptures can help guide our thoughts, motivations, and actions:

- *Whatever you do, work at it with all your heart, as working for the Lord, not for human masters. (Colossians 3:23)*
- *Do to others as you would have them do to you. (Luke 6:31)*
- *In view of God's mercy, offer your bodies as living sacrifices, holy and pleasing to God – this is your true and proper worship. Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve God's good, pleasing, and perfect will. (Romans 12:1-2)*

Contrary to the school of thought mentioned above, the modern emphasis on relationship marketing (Chapter 1 in your textbook) and social responsibility (Chapter 4) actually complements our Christian values. As we cover these concepts and more throughout this course, consider how you can apply them in ways that will shine a light in the business world.

COURSE DESCRIPTION

This course focuses on the fundamentals of marketing as it relates to marketing management. Its primary purpose is to provide students with the core concepts necessary to be more effective in their work environments and to apply marketing concepts in their MBA coursework.

COURSE STRUCTURE

This online course will consist of short video lectures, case studies, exercises, and other assignments. Students will progress toward the course learning objectives by reading assigned materials, participating in online discussions, and evaluating/developing marketing plans for real-world businesses. All assignments, with the exception of your initial discussion board posts in Weeks 1-5, will be due by 11:59 pm CST on Sundays.

GOALS FOR STUDENT COMPETENCY

Course Objective/Outcome	Assessment Tools	Graduate Business Objectives	OC Objectives
Understand the role of marketing in business today	Marketing analyses; class discussions; marketing project; exams	Competency in foundational areas of business; understand importance of ethics, values, morals, and social responsibility and relate to Christian worldview; critical thinking, analytical, and problem-solving skills; able to work effectively in a global context; professional and persuasive communication skills	Active faith; foundational knowledge; information literacy; structured reasoning; critical and creative thinking; effective communication; personal, social, and global stewardship
Develop a working knowledge of the marketing mix	Marketing analyses; class discussions; marketing project; exams	Competency in foundational areas of business; critical thinking, analytical, and problem-solving skills; able to work effectively in a global context; professional and persuasive communication skills	Foundational knowledge; information literacy; structured reasoning; critical and creative thinking; effective communication; personal, social, and global stewardship
Understand strategic planning at the corporate, business unit, and operational levels	Marketing analyses; class discussions; marketing project; exams	Competency in foundational areas of business; understand importance of ethics, values, morals, and social responsibility and relate to Christian worldview; critical thinking, analytical, and problem-solving skills; able to work effectively in a global context	Active faith; foundational knowledge; information literacy; structured reasoning; critical and creative thinking; personal, social, and global stewardship
Be familiar with the consumer buying process (consumer behavior)	Marketing analyses; class discussions; marketing project; exams	Competency in foundational areas of business; critical thinking, analytical, and problem-solving skills	Foundational knowledge; information literacy; structured reasoning; critical and creative thinking
Gain working knowledge of how to develop marketing/business plans	Marketing project	Competency in foundational areas of business; understand importance of ethics, values, morals, and social responsibility and relate to Christian worldview; critical thinking, analytical, and problem-solving skills; able to work effectively in a global context; professional and persuasive communication skills	Active faith; foundational knowledge; information literacy; structured reasoning; critical and creative thinking; effective communication; personal, social, and global stewardship
Develop the foundational skills necessary to incorporate marketing skills in their MBA studies	Marketing analyses; class discussions; marketing project; exams	Competency in foundational areas of business; understand importance of ethics, values, morals, and social responsibility and relate to Christian worldview; critical thinking, analytical, and problem-solving skills; able to work effectively in a global context; professional and persuasive communication skills	Active faith; foundational knowledge; information literacy; structured reasoning; critical and creative thinking; effective communication; personal, social, and global stewardship

TEXTBOOK

Pride, W. M., & Ferrell, O. C. (2018). *Marketing* (19th ed.). Boston: Cengage Learning.

ADDITIONAL READINGS

Cauz, J. (2013). Encyclopaedia Britannica's president on killing off a 244-year-old product. *Harvard Business Review*, 91(3), 39-42.

Downes, L., & Nunes, P. F. (2013). Big bang disruption. *Harvard Business Review*, 91(3), 44-56.

Keiningham, T. L., Aksoy, L., Buoye, A., & Cooil, B. (2011). IdeaWatch: Customer loyalty isn't enough. Grow your share of wallet. *Harvard Business Review*, 89(10), 29-31.

Lindstrom, M. (2011). How Whole Foods 'primes' you to shop. Retrieved from <https://www.fastcompany.com/1779611/how-whole-foods-primes-you-shop>

Morse, G. (2011). Retail isn't broken. Stores are. *Harvard Business Review*, 89(12), 78-82.

GRADE SCALE & CALCULATION

- **500 total points (A = 90-100, B = 80-89, C = 70-79, F = 0-69)**
- **Exams (200 points)**
 - *Midterm Exam (100 points)*
 - *Final Exam (100 points)*
- **Marketing Project (200 points)**
 - *Written Report (100 points)*
 - *PPT Presentation (100 points)*
- **Participation (100 points)**
 - *Discussion Board (100 points)*

COURSE POLICIES & REQUIREMENTS

Course Deliverables: You are responsible for 14 deliverables in this course: 10 posts in the discussion board (two per week in the first five weeks of the course); a research paper and PowerPoint presentation as part of the Marketing Project; and two exams.

- **Discussion Board:** You will read and respond to one article per week in the first five weeks of the course. These articles are available in the “Marketing Analysis Articles” folder in the Course Content link on Blackboard. You will post in the discussion board at least twice per week.
 - Each week, your initial Marketing Analysis post (due Thursday at 11:59 pm CST in Weeks 1-5) should include a brief summary of the article and an analysis of the content. For example, state whether or not you agree with the author, give your opinion of the content, provide examples you have seen or heard, etc.
 - In addition to your initial Marketing Analysis post, you should reply to a classmate with another post (due Sunday at 11:59 pm CST each week).
 - Your initial Marketing Analysis post and your reply should be 150-250 words each and should be supported by the course textbook and/or another scholarly source (with in-text citations).
- **Marketing Project:** This project has two prongs: a written report of 2,000-2,500 words and a PowerPoint presentation of 5-7 slides.
 - The PPT presentation is due Sunday, November 8 at 11:59 pm CST.
 - Your written report is due Sunday, November 15 at 11:59 pm CST. A document with detailed information is available in the “Marketing Project” folder in the Course Content link on Blackboard.
- **Exams:** There will be two exams, a midterm in Week 4 and a final exam in Week 7. Exams may consist of multiple choice, true/false, and essay questions. These exams should be completed by Sunday in each of the weeks they are due. You will not use your textbook, notes, or the internet for either exam. You will need to download and install Respondus Lockdown Browser and Respondus Monitor on your laptop to use for each exam.

Participation: Students are expected to read the assigned materials each week and be prepared to use the discussion board to share their perspectives and how the topics apply to their professional lives. We all bring different experiences to the table; we can learn a lot from each other.

Late Work: Project planning, time management, and contingency planning are essential in all professional activity, not just academic coursework. Thus, it is expected that all work will be submitted by the respective due dates. To encourage personal commitment to learning, late work will not be accepted for full credit without prior approval from the instructor. Unapproved late work will be subject to deductions and may result in a zero for that assignment. Late work will not be accepted after the last day of the course.

Educational Technology: Respondus LockDown Browser Monitor is a self-proctor program that will record students taking an exam; we likely will use this during the semester. There is a process to set this up, so we will check before the first exam to make sure you’ve downloaded the program with no issues. Access is free this year. You will need Google Drive access for some resources and assignments; you have an account with unlimited storage connected to your OC email.

Communication: You should check Blackboard and your email consistently for announcements. Please clean your email regularly so you have free space to receive messages.

COURSE MAP

The name of this course in Blackboard (bb.oc.edu) is "Marketing & the Legal Environment 2020SU." The course ID is 2020SU_BUSA-5023-92. All work for this course will be completed and/or submitted through this site. Here is the course map:

Announcements

- All announcements from your instructor will be posted here. The announcements also will be delivered to your OC email address.

Syllabus

- A PDF of the syllabus is available here for reference and download.

Calendar

- The calendar shows all deliverables with their due dates.
-

Course Content

- This area includes the articles you will read for the weekly Marketing Analysis posts in the discussion board, the instructions and Turnitin links for the Marketing Project, PowerPoint slides for your reference to complement the chapter readings, and video information posted by your instructor.

Discussion Board

- This links to the discussion board, which includes: 1) an Introduction forum where you will post a short bio about yourself by the first Tuesday of the course; 2) a Q&A forum where you can post general questions about the course; 3) a Marketing Project forum where you can post specific questions about your research paper and PowerPoint; and 4) Marketing Analysis forums for Weeks 1-5.

Exams

- This area is where you will complete the Midterm Exam and Final Exam.
-

My Grades

- This area shows all deliverables with their due dates and grades.

Academic Resources

- This area includes links to OC's Beam Library site and to the Writer's Block, a resource designed to help students improve their writing. It includes style guides, tips, and options to schedule tutoring appointments.

Support Central

- This links to OC's Support Central for help with information technology and other needs.

Blackboard Help

- This links to the Blackboard website for help with questions about using this online platform.

Library Research Guide

- This links to research resources on OC's Beam Library site.
-

Send Email

- You can use this link to send and receive emails to/from your instructor and classmates.

SOURCES OF HELP

Tutoring	Student Success 405.425.5923 www.oc.edu/studentsuccess
Writing Lab	Writer's Block http://writersblock.oc.edu
Research Help	Beam Library 405.425.5312 Ask a Librarian (libanswers.oc.edu) library.oc.edu

Information Technology	Support Central 405.425.5555 support.oc.edu/home
Blackboard Help	Link in Blackboard (usually on left side)
Calling & Career Office	Day Six Career counseling, strengths analysis, resume and portfolio building, interview mastery, network building, career search/ landing, and more. 405.425.5961 www.oc.edu/daysix

UNIVERSITY POLICIES COMMON TO ALL COURSES

Americans with Disabilities Act: If you have a diagnosed disability and need special accommodations, please notify Ms. Katy Roybal (425.1876) before or immediately after your first scheduled class meeting. After your disability has been verified, your instructor will work with you, with Ms. Roybal, and with the Office of the Vice President for Academic Affairs to provide reasonable accommodations to ensure you have a fair opportunity to perform in this course.

Sexual Misconduct Policy (Title IX): Oklahoma Christian University is a Christian community unequivocally committed to: 1) ensuring a working and learning environment in which the dignity of every individual is respected; and 2) providing a campus environment that is free of unlawful discrimination, which includes sexual harassment, sexual assault, or sexual misconduct. OC's Sexual Misconduct Policy (see the OC Student Handbook) is compliant with Title IX, which states, "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance." Sexual harassment is a breach of community, which expresses disrespect, exploits and undermines relationships based on trusts, and interferes with learning and productive work. Students are encouraged to immediately seek available assistance and report incidents of sexual misconduct as defined by the Sexual Misconduct Policy to the Title IX Coordinator

Title IX Coordinator	Mrs. Lisa Herndon	405.425.1820	lisa.herndon@oc.edu
----------------------	-------------------	--------------	---------------------

Oklahoma Christian University Policy on Academic Honesty

Cheating

Cheating on an examination, assignment, roll sheet or other course related work or activities undermines the ethics of the academy and the specific Christian purposes of Oklahoma Christian University. Accordingly, students who cheat on examinations, assignments or other course related work or activities will face serious consequences, as outlined in this policy.

Plagiarism

One particular form of cheating is plagiarism. Plagiarism is the transmission of another's ideas, words, or materials as one's own and/or the failure to credit accurately the ideas, words, or materials of another. Plagiarism also includes passing off another's work (a friend, a parent, a website) as one's own. Plagiarism undermines the ethics of the academy and the specific Christian purposes of Oklahoma Christian University. Accordingly, students who engage in plagiarism in assignments submitted will face serious consequences, as outlined in this policy.

Penalties for Academic Dishonesty

1. On the first offense, the student will receive zero (0) credit for the examination or assignment. For forms of cheating or dishonesty other than on examinations or assignments, the professor shall have the discretion to impose an appropriate penalty. Professors must send documentation of the first offense to the appropriate chair, the dean of the appropriate college, the Chief Academic Officer, and the Dean of Students.
2. On the second offense in the same course, the student will receive an F in the course. Professors must send documentation of the second offense to the appropriate chair, the dean of the appropriate college, the Chief Academic Officer, and the Dean of Students.
3. At either the first offense or second offense, the student may appeal using the process described in both the OC Student Handbook and the OC Academic Policy Manual covering Grade Appeals.

4. If the student commits offenses in two or more courses, the Academic Appeals Committee, described in the OC Student Handbook and in the OC Academic Policy Manual, may assign penalties for academic dishonesty in addition to the penalties assigned by the professors in the courses. The Academic Appeals Committee may impose penalties up to and including suspension from the university in instances where a student has engaged in cheating or plagiarism in two or more courses. The Academic Appeals Committee will inform the Chief Academic Officer and the Dean of Students in writing of any penalties imposed by it and will report annually on its activities to the university's Academic Affairs Committee.
5. Professors should maintain the highest standards of academic honesty both in and out of the classroom. Professors must report and apply the rules regarding cheating/plagiarism to the appropriate channels. The student should be referred to the Oklahoma Christian University Covenant for principles that should guide conduct in these matters.

Copyright/Fair Use Notice: Course materials provided or made available to students in class, online, or via email are the property of Oklahoma Christian University, the instructor, and other copyright holders. They are made available for the sole use of students enrolled in this class during the semester in which the student is enrolled. Students may keep one copy (print or digital) for personal use only and may not distribute the materials in any media format to any person without the express permission of the Oklahoma Christian University and the instructor. Original materials posted and authored by students may not be distributed under any circumstances.



BUSA-5023-92: MARKETING & THE LEGAL ENVIRONMENT (ONLINE)
GRADUATE SCHOOL OF BUSINESS • OKLAHOMA CHRISTIAN UNIVERSITY
FALL 2020 SCHEDULE

Week 1: Monday, October 5	
Introduction to Course Chapter 1: Overview of Strategic Marketing Chapter 2: Planning, Implementing & Controlling Marketing Strategy	Short Bio <ul style="list-style-type: none"> • Post in "Introduction" forum of discussion board by Tuesday, October 6 Marketing Analysis #1 <ul style="list-style-type: none"> • Initial post due Thursday, October 8; reply to classmate by Sunday, October 11
Week 2: Monday, October 12	
Chapter 3: The Marketing Environment Chapter 6: Target Markets: Segmentation, Evaluation & Positioning	Marketing Analysis #2 <ul style="list-style-type: none"> • Initial post due Thursday, October 15; reply to classmate by Sunday, October 18
Week 3: Monday, October 19	
Chapter 11: Product Concepts Chapter 13: Services Marketing	Marketing Analysis #3 <ul style="list-style-type: none"> • Initial post due Thursday, October 22; reply to classmate by Sunday, October 25
Week 4: Monday, October 26	
Chapter 5: Marketing Research & Information Systems Chapter 7: Consumer Buying Behavior	Marketing Analysis #4 <ul style="list-style-type: none"> • Initial post due Thursday, October 29; reply to classmate by Sunday, November 1 Midterm Exam - Chapters 1, 2, 3, 6, 11, 13 <ul style="list-style-type: none"> • Online - Lockdown Browser/Respondus Monitor • Complete by Sunday, November 1
Week 5: Monday, November 2	
Chapter 8: Business Markets & Buying Behavior Chapter 10: Digital Marketing & Social Networking	Marketing Analysis #5 <ul style="list-style-type: none"> • Initial post due Thursday, November 5; reply to classmate by Sunday, November 8 Marketing Project PPT <ul style="list-style-type: none"> • Due Sunday, November 8
Week 6: Monday, November 9	
Chapter 9: Reaching Global Markets	Marketing Project Paper <ul style="list-style-type: none"> • Due Sunday, November 15
Week 7: Monday, November 16	
Chapter 4: Social Responsibility & Ethics in Marketing	Final Exam - Chapters 4, 5, 7, 8, 9, 10 <ul style="list-style-type: none"> • Online - Lockdown Browser/Respondus Monitor • Complete by Thursday, November 19

The deadline for all discussion board posts and assignments is 11:59 pm CST (Central Standard Time) on the nights they are due.

Note: The official last day of this course is Thursday, November 19.