



SYLLABUS: MKTG 3313: Principles of Marketing

Semester: Fall 2020

Professor: Dr. Burt Smith

Time: T-T: 8:00 – 9:15

Home/office Phone: 405.748.5835

E – Mail: burt.smith@oc.edu (e-mailing me at my OC address is the best way to contact me)

Office Hours: By Appointment (Specific hours are posted on my door, but please e-mail me ahead of time. I will do my very best to meet at your convenience if those times do not work for you.)

OC Mission Statement

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

College of Business Mission

*Within a framework of excellence in **contemporary business education**, the College of Business Administration will build **a community of lifelong relationships** upon a foundation of **enduring Christian values**.*

SCRIPTURAL FOUNDATION FOR INSTRUCTIONAL PHILOSOPHY

Whatever you do, work at it with all your heart, as working for the Lord, not for men, since you know that you will receive an inheritance from the Lord as a reward. (Col. 3:23-24)

Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain. (1 Corinthians 15:58)

*For I know the **plans** I have for you," declares the LORD , "**plans** to **prosper** you and not to harm you, **plans** to give you hope and a future. (Jeremiah 29:11)*

Plans fail for lack of counsel, but with many advisors, they succeed... (Proverbs 15:22)

REQUIRED TEXT

Marketing by Pride & Ferrell, 2016 Edition (ISBN: 978-1305769786)

Yes, it's an older edition and I purposely keep an older edition as long as I can to help keep your costs down. The bookstore should have ample used copies for your convenience.

COURSE DESCRIPTION

MKTG 3313, Principles of Marketing, is the core course in marketing for all business majors, the first course for all marketing majors, and a marketing survey course for students of any discipline. The course focuses on the essentials of marketing and its relationship to other areas within the organization.

Academic standing of at least sophomore level is highly encouraged.

COURSES OBJECTIVES

Goals for student competency (*Associated College of Business student learning objective*)

On completion of this course the student will have an enhanced ability to:

- Identify the role of marketing in business and be able to make equitable contributions to the marketplace. (*Students will gain competency in the foundational areas of business*)
- Compare how strategic planning relates to marketing and to business overall so the student will offer employers a decision-making mindset. (*Students will gain competency in the foundational areas of business*)
- Have working knowledge of the cornerstones of marketing (the 4 P's) as ways to rapidly make marketing decisions and evaluate marketing outcomes. (*Students will possess critical thinking, analytical and problem-solving skills*)
- Understand the role of market research in marketing and strategic planning and differentiate which tools do what as they contribute to decision-making. (*Students will possess critical thinking, analytical and problem-solving skills*)
- Cognitively construct the consumer decision making process so students will be better consumers and will be better able to effectively, ethically influence consumer purchase decisions. (*Students will possess critical thinking, analytical and problem-solving skills*)
- Determine uses of the product life cycle as a means of making informed decisions on how to allocate organizational resources (and help make personal investment decisions). (*Students will possess critical thinking, analytical and problem-solving skills*)
- Compare and contrast the concept of "positioning" in various applications to gain competitive advantage for your brand. Students will also learn how to position themselves and stand out from competitors in the job market. (*Students will develop professional and persuasive communication skills*)
- Gain insight into how marketing knowledge can help YOUR career regardless of industry or discipline so YOU can become the competent, ethical professional whose life glorifies our God! (*Students will understand the importance of ethics, values, morals and social responsibility and relate them to the Christian worldview*)

COURSE STRUCTURE

This course will utilize mostly lecture. However, a few in-class exercises and/or assignments may be utilized in an effort to provide insight into the topics studied. Students will be expected to have read the assigned materials prior to coming to class.

TECHNOLOGY REQUIREMENTS

In order to most effectively prepare for the exams, students will need to have reliable Internet access and a laptop on which an electronic exam may be taken via Blackboard. Students are also responsible for downloading Respondus Lockdown Browser and for ensuring the latest updates are installed prior to each exam. All course information is posted on Blackboard and students are required to familiarize themselves with course requirements and communication posted on Blackboard. Lack of adequate

technology does not constitute a valid reason for missing assignments or warrant any special consideration.

Should individual communication be necessary, the preferred method of communication is e-mail. Students are expected to regularly check their OC e-mail accounts.

COURSE REQUIREMENTS

PARTICIPATION This course requires class participation along with a high degree of commitment and preparation from students. Students will find the course most useful when studying actively, particularly by asking themselves, “How can this apply to my career goals?” for each topical area.

Cell phones, pagers, and any other electronic devices must be turned off and put away during class. We do not use smartphones in class. As such, there is no reason a phone should ever be out in class. Laptops may be used but are not necessary. Instant messaging must also be turned off. To help us all avoid copyright issues, no recording devices of any kind in the classroom, please. Talking in class and coming in late are also considered inattention. The instructor reserves the right to ban laptops or any other electronics from the classroom if he deems necessary. Failure to observe any of these rules even one time may result in the loss of points or in the student being dropped from the course. The instructor will do his best to provide you with a professional learning atmosphere the student is expected to reciprocate.

EXAMS There will be three examinations during the semester as scheduled. Exams will most likely be multiple choice but the instructor reserves the right to choose the format. Each exam is worth 100 points. Unless otherwise directly noted, students are responsible for ALL content in each of the chapters assigned for each exam.

GRADING	The following weights will be given to:	
	Exam 1	100 points
	Exam 2	100 points
	Exam 3 (comprehensive final)	100 points
	Attendance	25 points
	Total Points	325 points

Course grades will be determined as follows:

90 – 100% = A, 80 – 89% = B, 70 – 79% = C, 60 – 69% = D below 60% = F

The instructor reserves the right to amend these course requirements and the attached schedule at any time during the course of the semester in order to accomplish the objectives set forth at the initial meeting. Point allocations may also be modified and/or additional assignments may be added.

If a student has to miss an exam for any reason, a special (and sinister) exam will be administered in its place if, and only if, the reason for missing is acceptable. School sponsored events that may coincide with exams must be brought to the instructor’s attention **PRIOR TO THE EXAM DATE**. The instructor also reserves the right to drop the student from the course if an exam is missed without a legitimate reason. Additionally, point deductions or even dismissal from the class may occur should students demonstrate any action the instructor categorizes as inadequate attention during class.

Should weather or another unforeseeable issue impact the ability to offer a final exam on-site, a virtual exam will be scheduled and proctored using Respondus Lockdown Monitor.

OC COVID-19 Information and Policies

My goal for this class aligns with OC's which is for classes to be delivered in-person all semester. That has always proven to be the optimal teaching approach for this material and also the one that offers you the most value.

Numerous safeguards have been put in place by the university to ensure our safety while in the classroom. As such, students are expected to attend each session as required, just as employees in the workplace are expected to continue coming to work with added safeguards in place. Students are responsible for respecting and following all safety precautions and guidelines.

Should circumstances force us to go online at some point, I have several contingencies in place that will enable that to happen smoothly. I can say that with confidence because that was our experience when we were forced to transition to online delivery last term. We will discuss those approaches in detail if and when the time comes.

If you have tested positive for COVID-19 or know that you have been exposed to COVID-19, please do not come to class until you have been cleared by a medical professional, such as the COVID-19 Clinical Officer. If you have to miss class, you need to notify me of your expected absence as soon as possible. You will be required to provide me with communication from a medical professional saying that you have tested positive or have been exposed. I will also need a copy of communication from a medical professional, or from a member of the OC housing staff if the student is actually in quarantine, saying that you are no longer contagious or have negative test results before you can return to class and before your absence will be excused.

If you are quarantined, that will be considered an excused absence and will not count against your attendance grade as long as the appropriate documentation has been provided to me. I will do my very best to work with you so that you do not fall behind in your coursework.

Please consult the COVID-19 Roadmap to Readiness Manual for Students and Parents for information and guidelines. <https://www.oc.edu/blogs/covid-19/ocs-roadmap-to-readiness>

ACADEMIC INTEGRITY

It should not be necessary to mention integrity to a class of future business leaders at a Christian University, but violations of academic integrity may occur. Cheating and dishonesty will not be tolerated and will be handled in accordance with the maximum penalties allowed by university policy. Cheating includes plagiarism (using the ideas or words of another without giving proper credit) or turning in another's work as one's own. Exams will be carefully monitored. Please ensure you are familiar with the university's policies on academic integrity, which are included at the end of the syllabus.

Tentative Course Schedule of Assignments

Week 1:	August 13	Course Overview, Chapter 1
Week 2:	August 18 August 20	Chapter 1/2 Chapter 3
Week 3:	August 25 August 27	Chapter 3/4 Chapters3/4
Week 4:	September 1 September 3	Chapter 3/4 Chapter 4
Week 5:	September 8 September 10	EXAM 1 Chapter 5
Week 6:	September 15 September 17	Chapter 5 Chapter 5/6
Week 7:	September 22 September 24	Chapter 6 Chapter 6
Week 8:	September 29 October 1	Chapter 6/7 Chapter 6/7
Week 9:	October 6 October 8	Chapter 7 Chapter 7/8
Week 10:	October 13 October 15	Chapter 8 EXAM 2
Week 11:	October 20 October 22	Chapter 11 Chapter 11
Week 12:	October 27 October 29	Chapter 11/12 Chapter 11/12
Week 13:	November 3 November 5	Chapter 12 Chapter 12
Week 14:	November 10 November 12	Chapter 12/13 Chapter 13
Week 15:	FINAL EXAM	

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 of Academic Affairs to provide reasonable accommodations to ensure that 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 ensuring a working and learning environment in which the dignity of every individual is respected and 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	405.425.182	lisa.herndon@oc.edu
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Students have access to confidential services through OC's Counseling Center and the Spiritual Life office.

OC Counseling Center	405.425.5250
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Spiritual Life

Jeff McMillon, Dean of Spiritual Life	405.425.5919
Summer Lashley, Ethos Director	405.425.5908

INCLEMENT WEATHER POLICY

The decision on whether class will be cancelled due to inclement weather will be made by the college and you will be notified of such cancellation via "Campus Announcements" (e-mail). In order to maintain our course schedule, an alternate virtual assignment will be posted on the Blackboard site for this course, or a virtual meeting (online discussion, etc.) may be utilized. Students are responsible for checking Blackboard for such instructions should such events occur.

Emergency statement

In case of an emergency, faculty, staff, and students who have signed up for OC Campus Messenger (oc.edu/notify) will be notified by text, email, or Twitter. If the emergency occurs during class, the instructor will inform the students present of the appropriate procedures.

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 which should guide conduct in these matters.

Copyright 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 and 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.