

Saint Leo University
MKT 301
Principles of Marketing Syllabus

Course Description:

An introductory course focusing on the marketing of goods, services and ideas incorporating strategic and tactical planning, pricing, integrated communications, product management and supply chain. Special emphasis is placed on applying marketing concepts and principles to real world, executable activities.

Prerequisite:

English 122

Math 140

Textbooks:

This course has no required text. However, you are required to read all the materials posted for the course and your instructor may require additional readings.

Learning Outcomes:

1. Describe the scope of marketing, the process it entails, and the application of specific terms used in the marketing discipline.
2. Discuss and apply the major concepts of marketing including pricing, promotion, product choices and position the product within the marketing environment, distribution function and related issues.
3. Describe the global marketing arena and the effect of cultural diversity on the marketing environment.
4. Explain how marketing can help corporations practice social responsibility; promote social causes and sustainable development.
5. **VALUES OUTCOME:** Discuss, integrate, and explain the relevance of Excellence in the context of the course.

Core Value:

Excellence: Saint Leo University is an educational enterprise. All of us, individually and collectively, work hard to ensure that our students develop the character, learn the skills, and assimilate the knowledge essential to become morally responsible leaders. The success of our University depends upon a conscientious commitment to our mission, vision, and goals.

Evaluation:

Weekly Discussions 12%

Marketing Plan 40%

Plan Presentation 10%

Pricing Quiz 11%

Quizzes (3) 9%

Final Exam 18%

Students will participate in a weekly threaded discussion with feedback on their initial post from IOR. Topics will be determined on a weekly basis and relevant to the material scheduled. Students will be required to respond to no less than two classmates.

Participation: Students will come prepared to take an active role in classroom discussions, initiate and answer questions and contribute to in-class exercises and activities.

This is the primary project and assessment for the course. The project follows the course week-wise content and includes no less than four components (Product, SWOT, Segmentation, IMC). Students will be provided with a supplemental guide for the project, which includes component specific instructions and examples.

Students will deliver their completed plan to the class and instructor in an oral presentation using PowerPoint. In the case of online classes the oral component will employ embedded narration in PowerPoint or similar technology as is available and approved.

In module 6, you will take a pricing quiz. Objective quiz addressing pricing tactics, elasticity and breakeven will be covered.

Additionally, you will have four quizzes throughout the semester. Each quiz will address approximately two weeks of course content in a multiple choice format. Quizzes are standardized across all modalities and drawn from a question pool. The final exam will consist of a mix of short essay and multiple choice questions.

Assessment of the Learning Outcomes:

Course Learning Outcome	Assessment Method
1	Weekly Discussion, Marketing Plan, Plan Presentation, Quiz, Final Exam
2	Weekly Discussion, Marketing Plan, Plan Presentation, Quiz, Final Exam
3	Weekly Discussion, Quiz, Final Exam
4	Weekly Discussion, Quiz, Final Exam
5	Weekly Discussion, Marketing Plan, Plan Presentation, Quiz, Final Exam

Course Schedule:

Module 1 Marketing Basics

Objectives

When you complete this module, you should be able to:

- Students will be able to identify elements of the marketing mix.
- Link mix elements to specific marketing activities.
- Students can describe the concept of cause marketing.
- Apply the concept of cause marketing to the marketing mix.

Assignments

Items to be Completed:	Due No Later Than:
Post an introduction to the class	Thursday 11:59 PM EST/EDT
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT

Module 2 The Marketing Environment

Objectives

When you complete this module, you should be able to:

- Students can identify and describe the major elements of the marketing environment.
- Apply the correct environmental element to a given current event or business case.
- Students will be able to describe the SMART model for objectives. Students will be able to use the SMART Model to develop objectives.
- Students can apply the concepts of corporate social responsibility to firms and their marketing strategies and tactics.
- Students will be able to relate CSR and marketing ethics to Saint Leo Core Values

Assignments

Items to be Completed:	Due No Later Than:
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Quiz 1	Sunday 11:59 PM EST/EDT

Module 3 Research

Objectives

When you complete this module, you should be able to:

- Describe the marketing research process to include research questions, primary and secondary data and sampling and apply the process to a given product.
- Describe key elements in product development including product lifecycle and be able to place a give product on the lifecycle curve.
- Describe the concept of a SWOT analysis and be able to develop a SWOT for a given product or firm.

- Discuss the key elements of big data including collection methods, applications and ethical considerations.

Assignments

Items to be Completed:	Due No Later Than:
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Marketing Plan: Product Description	Sunday 11:59 PM EST/EDT

Module 4 Segmentation and Globalization

Objectives

When you complete this module, you should be able to:

- Describe the process of market segmentation to include the four key methods of segmenting a market and be able to segment a market for a given product.
- Identify the major distinctions between B2B and B2C markets and be able to develop a B2B marketing activity.
- Identify the key elements in global marketing to include culture, standardization/customization, ethical considerations and market entry and apply each to a given product.

Assignments

Items to be Completed:	Due No Later Than:
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Marketing Plan: SWOT Analysis	Sunday 11:59 PM EST/EDT
Complete Quiz 2	Sunday 11:59 PM EST/EDT

Course Schedule:

Module 5 Branding

Objectives

When you complete this module, you should be able to:

- Describe the concept of a brand, distinguish between identity and image and develop a marketing activity that supports the desired image.
- Identify the four major influences on the consumer buying process and apply those to a given product.
- Describe the concept of a supply chain and be able to apply the upstream and downstream participants to a specific product category.

Assignments

Items to be Completed:	Due No Later Than:
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Marketing Plan: Segmentation	Sunday 11:59 PM EST/EDT

Course Schedule:

Module 6 Pricing

Objectives

When you complete this module, you should be able to:

- Identify the major forms of pricing and be able to select the correct tactic for a given product.
- Describe the concept of elasticity, why it is important to marketers and be able to calculate the coefficient.
- Calculate the breakeven point for a product and discuss how BE impacts marketing decisions.

Assignments

Items to be Completed:	Due No Later Than:
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Pricing Quiz	Sunday 11:59 PM EST/EDT

Module 7 IMC

Objectives

When you complete this module, you should be able to:

- Identify and define the major parts of the IMC mix. Correlate a given activity to the correct part of the mix.
- Be able to develop an IMC activity appropriate for a specific product or company.
- Discuss the current issues in social media to include earned vs. paid media, data collection, promotional value and ethical/legal considerations. Apply the appropriate SM channel and content to a given product and/or segment.

Assignments

Items to be Completed:	Due No Later Than:
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Marketing Plan: IMC	Sunday 11:59 PM EST/EDT
Complete Quiz 3	Sunday 11:59 PM EST/EDT

Module 8 Course Review

Objectives

When you complete this module, you should be able to:

- Summarize the major topics discussed in the course and be able to demonstrate a proficiency in each in the context of an exam.

Assignments

Items to be Completed:	Due No Later Than:
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Marketing Plan Presentation	Sunday 11:59 PM EST/EDT
Submit the Marketing Plan	Sunday 11:59 PM EST/EDT
Complete the Final Quiz	Sunday 11:59 PM EST/EDT