



ROBERT H. LEDBETTER COLLEGE OF BUSINESS

MASTER COURSE OUTLINE

COURSE TITLE:	PRINCIPLES OF MARKETING
COURSE NUMBER:	MKT3400 ONLH
COURSE LOCATION:	ONLINE
CLASS DURATION:	8 Weeks
CLASS SCHEDULE:	SCHEDULE OF PARTICIPATION IS AT STUDENT'S DISCRETION. HOWEVER, THE ASSIGNMENTS DESIGNATED FOR EACH WEEK'S LESSON ARE DUE <u>NO LATER THAN "SUNDAY" AT 11:55 PM (ET) OF THAT WEEK.</u>
COURSE DESCRIPTION:	The course is a basic marketing course emphasizing in detail the components of the marketing mix, target marketing, marketing environment, and marketing's role in society. This course also gives an overview of advertising, consumer behavior, marketing research and retail management
PREREQUISITES:	ACC 2020; ECO 2100 or 2110
CO-REQUISITES:	NONE
CREDIT HOURS	3.0 CREDIT HOURS

	DESCRIPTION OF CONTENT	(CHECK ONE)	
		REQUIRED	OPTIONAL
REQUIRED TEXTBOOK (S)	<p>MARKETING PRINCIPLES, 6TH EDITION, LASCU, D., CLOW, K. TEXTBOOK MEDIA PRESS, ISBN 978-0-9969963-8-9</p> <p>Go to www.textbookmedia.com. Register. It will take about 60 seconds. You will be taken to My Account. You will see "You currently have no books to view." To find the Lascu/Clow book, click on Booklist. Locate the book and click on Pricing Details. You will have four options for the format (e-book, pdf, iPhone, and print). Read the descriptions and make your choice. Click on Add to Cart, then Checkout. Then you'll see a page for Review Order. Once processed, ebook orders will be in My Account. Print orders may take up to seven business days, but you'll have the online book immediately in My Account.</p>	X	
REQUIRED RESOURCES & SUPPLIES	<p>ACCESS TO COMPUTER/INTERNET WITH MASTERY OF CANVAS. ALL GRADES/COURSE COMMUNICATION TAKE PLACE WITHIN THE Canvas CLASSROOM.</p>	X	

**COURSE SPECIFIC
PERFORMANCE
OBJECTIVES:**

Upon successful completion of MKT3400 ONLH:

1. Students will demonstrate through online classroom participation in the discussion forum, assignment questions and compilation of a marketing plan a basic understanding of the principles of marketing. (Principles I, III, IV).
2. Students will demonstrate through online classroom participation in the discussion forum, assignment questions and compilation of a marketing plan an understanding of the development of a marketing strategy. (Principles III, IV, VIII).
3. Students will demonstrate through online classroom participation in the discussion forum, assignment questions and compilation of a marketing plan an understanding of consumers' value needs. (Principles III, IV, V, VIII).
4. Students will demonstrate through online classroom participation in the discussion forum, assignment questions and compilation of a marketing plan an understanding of how to create, communicate and deliver the value proposition to the consumer (Principles III, IV, VIII).

HIGH-LEVEL COURSE OUTLINE:

(THIS IS SUBJECT TO REVISION AT THE SOLE DISCRETION OF THE INSTRUCTOR)

SESSIONS	TOPICS OF DISCUSSION	HOMEWORK
Session 1	Marketing, Environment and Ethics	Read: Chapters 1, 2, 3

		Review: Session Presentation Lecture Review: Study Resources
		Participate in Session Discussion Forum
		Complete Assignment Questions
		Complete Session Quiz
		Submit Marketing Plan (Session #1 section)
Session 2	Consumer Behavior and Business-to-Business Marketing	Read: Chapters 4, 5
		Review: Session Presentation Lecture Review: Study Resources
		Participate in Session Discussion Forum
		Complete Assignment Questions
		Complete Session Quiz
		Submit Marketing Plan (Session #2 section)
Session 3	Segmentation and the Marketing Research Process	Read: Chapters 6, 7
		Review: Session Presentation Lecture Review: Study Resources
		Participate in Session Discussion Forum
		Complete Assignment Questions
		Complete Session Quiz
		Submit Marketing Plan (Session #3 section)
Session 4	The First P: Product and Services Marketing	Read: Chapters 8, 9
		Review: Session Presentation Lecture Review: Study Resources
		Participate in Session Discussion Forum
		Complete Assignment Questions
		Complete Session Quiz
		Submit Marketing Plan (Session #4 section)
Session 5	The Second P: Place with Distribution & Retail Strategies	Read: Chapter 10
		Review: Session Presentation Lecture Review: Study Resources
		Participate in Session Discussion Forum
		Complete Assignment Questions
		Complete Session Quiz
		Submit Marketing Plan (Session #5 section)
Session 6	The Third P: Promotion with Advertising and Public Relations	Read: Chapters 12, 14
		Review: Session Presentation Lecture Review: Study Resources
		Participate in Session Discussion Forum
		Complete Assignment Questions
		Complete Session Quiz
		Submit Marketing Plan (Session #6 section)

Session 7	Personal Selling Strategies and Internet Marketing	Read: Chapters 13, 15
		Review: Session Presentation Lecture Review: Study Resources
		Participate in Session Discussion Forum
		Complete Assignment Questions
		Complete Session Quiz
		Submit Marketing Plan (Session #7 section)
Session 8	The Fourth P: Pricing Strategies and International Marketing Concepts	Read: Chapter 11
		Review: Session Presentation Lecture Review: Study Resources
		Participate in Session Discussion Forum
		Complete Comprehensive Final Exam
		Submit Marketing Plan (Final)

INSTRUCTIONAL METHODS:	THIS CLASS WILL BE CONDUCTED THROUGH WEEKLY LECTURES, ASSIGNED READINGS, INTERACTIVE LEARNING ACTIVITIES, ASSIGNMENT QUESTIONS AND A COMPREHENSIVE PAPER. ADDITIONALLY, STUDENTS WILL PARTICIPATE IN A WEEKLY DISCUSSION FORUM.
GRADING:	Grading Scale: 90-100% A 80-89% B 70-79% C 60-69% D Below 60% F
LIBRARY ASSIGNMENT(s):	RESEARCH REQUIRED FOR DISCUSSION FORUMS AND MARKETING PLAN.
PORTFOLIO /CAPSTONE ASSIGNMENT:	MARKETING PLAN PROJECT ACCUMULATED WEEKLY DURING THE COURSE.

**INSTRUCTOR /
COURSE
REQUIREMENTS**

YOUR WORK WILL BE EVALUATED AND GRADED BASED ON THE EXTENT TO WHICH IT IS THOROUGH, CONCISE, NEAT, PROFESSIONAL, AND SUBMITTED ON TIME.

GRADING:

Student performance will be based upon the following criteria:

		Possible Points	%
Weekly Assignment-Questions (weekly-except final week)	7 sessions @ 24 points/session	168	16.8%
Quizzes (weekly-except final week)	7 sessions @ 30 points/session	210	21 %
Discussion Forum (weekly)	8 sessions @ 25 points/session	200	20 %
Marketing Plan Project (weekly submission)	8 submissions @ 35 points/submission	280	28 %
Comprehensive Final Exam (completed during Session #8)		142	14.2%
		1000	100%

**WEEKLY
ASSIGNMENT -
QUESTIONS**

Each session, students are expected to read the assigned textbook chapters and other provided reading materials, review the study resources and view the PowerPoint lectures provided within the online classroom. This will be the basis for successful completion of the Weekly Assignment Questions that need to be completed during each session. While it is recommended that these be completed early in the week, they must be submitted no later than 11:55 pm ET on **Sunday** of that session. No late assignments will be accepted. This represents 168 points or 16.8% of your final grade in this course.

QUIZZES-WEEKLY

Short weekly online quizzes (15 multiple choice questions worth 2 points each) will be assigned during sessions 1 - 7. You will need to complete the quiz by 11:55 pm ET the **Sunday** of each session. I will not accept any late quiz submissions. This represents 210 points or 21 % of your final grade in this course.

**DISCUSSION
FORUM-CLASS
PARTICIPATION**

Discussion Forum responses and responses to fellow classmate's postings are the venue for class participation in the online classroom setting. All posts should be substantive in nature which means that your contribution to each topic indicates mastery of the materials presented within that session. Your post to fellow students might bring out interesting interpretations and ask intriguing thought-provoking questions.

The initial post needs to be submitted by **Thursday** at 11:55 pm ET of each session (the earlier, the better) and the responses to fellow classmates' posts are due each session no later than **Sunday** at 11:55 pm ET (no late posts accepted). Additional requirements to earn full points within the weekly discussion forum are as follows:

- **Initial response.** Your initial response should be well written with a minimum of 3 paragraphs in length and posted by **Thursday** of each week. Inclusion of a citation to support your position will earn additional points.
- **Responses to fellow-classmates posts.** Your responses to fellow classmate's postings should be at least 1-2 paragraphs in length at a minimum of **3 additional responses**.

Review the Discussion Forum rubric uploaded into the classroom. This represents 200 points or 20% of your final grade in this course

**MARKETING
PLAN**

The Marketing Plan will be a cumulative paper beginning in Session 1 and culminating in Session 8. This paper will be written in APA format with a minimum of 8 references (not including Wikipedia). Additional details and the rubric are uploaded into the classroom. This paper cumulatively represents 280 points or 28% of your final course grade.

FINAL EXAM

The final comprehensive exam in this course will be completed during Session 8 of the course. Within the online venue, you will have full access to all your course notes, assignments, etc. while taking this exam. It will consist of 30 multiple-choice questions (worth 3 points each), 4 short essay questions (worth 8 points each) and 1 long essay question (worth 20 points) to be completed during a 3-hour time period. Note that once you begin the exam, you must finish the exam during that sitting (you cannot come back to it). Watch your time as once the 3 hours have expired, you will not be allowed access back into the exam. The Final Exam Review Study Guide is posted in the classroom. This final exam represents 142 points or 14.2% of the final grade in this course.

ONLINE COURSE POLICIES AND EXPECTATION

- **Discussion Forum Participation.** It is my expectation that you will sign into the classroom four of the seven days of the week, participating in the Discussion Forum. The initial weekly post is due 3 days into each session. A minimum of three **additional posts** responding to fellow classmates will need to be completed by the evening before the next session. Further details are included in the Discussion Forum rubric which is posted in the classroom.
- **Announcements.** The Announcements section will be used by me to post important course information. It is my expectation that you will be checking this every time you sign in. If you don't, you may find yourself missing important information that can potentially impact your earned final grade in the course.
- **Plan ahead.** Read through the course syllabus as well as the additional introductory information within the online classroom. The "secret" to online learning is self-discipline along with planning and organization.
- **Print the Syllabus.** In case of a technical emergency, it is smart to have a hard copy that will provide you with the necessary contact information as well as the knowledge of what needs to be done.
- **Support Contacts/Information.** If you need assistance with the Shorter University technology platform, please contact the Shorter technical support desk.
- **Email Communication.** I will respond to course related questions usually within 24 hours during the week and 24-48 hours during the weekend. If I find those questions relevant and important to others, I will post them in the Announcements. When communicating via email, be sure that the subject line includes the course number and the assignment identifier.
- **Turning Assignments in.** All assignments must be turned into the Canvas classroom.
- **Late Policy:** Each of the assignment due dates are clearly stated. Generally speaking, late work will not be accepted. The exception being that of medical illness and/or military duty, either of which must be documented by your doctor or commanding officer. In the world of cyberspace, logins fail, internet goes out, etc. Plan ahead for these issues, possibly turning assignments in early and/or having a back-up internet source. Failed internet access the day before an assignment is due is not an acceptable reason for turning in the assignment late.
- **APA Guidelines and Materials:** Like many leading universities, Shorter University uses the standard American Psychological Association format. It is strongly encouraged that students purchase a guide such as the Pocket Guide to APA Style, 6th edition by Robert Perrin, Houghton Mifflin. Your deliverables will be graded according to these guidelines.
- **Netiquette:** All members of the class are expected to follow the rules of common courtesy in all email messages and forums/discussions, otherwise known as netiquette. Please include your name at the end of all discussion postings and email messages so that we all know who has contributed to the learning process. Effective written communications are an important part of online learning. In a face-to-face class, body language along with verbal responses and questions help members of the class communicate with each other. Please follow the below guidelines when communicating in this course:
 - Using ALL CAPITAL LETTERS in online communication indicates that you are yelling. Limited use of all capitalized words is acceptable for emphasis.
 - Use a descriptive subject line in emails and forum postings and include your name.
 - While emoticons in an off-topic forum, chat and messages may be acceptable, please do not use them in this course.
 - Avoid derogatory comments, ranting or vulgar language.
 - Please keep in mind that something considered offensive may be unintentional.
 - Voice/write opposing viewpoints politely and professionally, and treat others as you want to be treated, with respect and courteous behavior.
 - Behavior contrary to this request will **NOT** be tolerated, and consequences will be dealt with in terms of marked down grades, at a minimum.

ADA POLICY SHORTER UNIVERSITY

Shorter University strives to provide access to programs and services to all qualified students with disabilities and is committed to adhering to the guidelines of the Rehabilitation Act of 1973 (PL 033-122 Section 504) and the Americans with Disabilities Act (ADA) of 1990. The Student Support Services office is responsible for the coordination of services to students with disabilities. The student is responsible to identify himself/herself voluntarily as disabled to the Director of Student Support Services (ederrick@shorter.edu) in order to receive services. Upon presentation of acceptable documentation, the Director will then address the needs of each student on an individual basis. Documentation of disability is kept confidential. Students are encouraged to become self-advocates. Details on all disabilities policies and procedures are contained in the current university catalog http://www.shorter.edu/academics/academics_home.htm#catalog

ACADEMIC INTEGRITY POLICY SHORTER UNIVERSITY TRADITIONAL PROGRAM

A Community of Honor

As a liberal arts university committed to the Christian faith, Shorter University seeks to develop ethical men and women of disciplined, creative minds and lives that focus on leadership, service and learning. The Honor System of Shorter University is designed to provide an academic community of trust in which students can enjoy the opportunity to grow both intellectually and personally. For these purposes, the following rules and guidelines will be applied.

Academic Dishonesty

"Academic Dishonesty" is the transfer, receipt, or use of academic information, or the attempted transfer, receipt, or use of academic information in a manner not authorized by the instructor or by university rules. It includes, but is not limited to, cheating and plagiarism as well as aiding or encouraging another to commit academic dishonesty.

"Cheating" is defined as wrongfully giving, taking, or presenting any information or material borrowed from another source - including the Internet by a student with the intent of aiding himself or another on academic work. This includes, but is not limited to a test, examination, presentation, experiment or any written assignment, which is considered in any way in the determination of the final grade.

"Plagiarism" is the taking or attempted taking of an idea, a writing, a graphic, musical composition, art or datum of another without giving proper credit and presenting or attempting to present it as one's own. It is also taking written materials of one's own that have been used for a previous course assignment and using it without reference to it in its original form.

Students are encouraged to ask their instructor(s) for clarification regarding their academic dishonesty standards

Procedure

A. It is the responsibility of an instructor to certify that academic assignments are independently mastered sufficiently to merit course credit. The responsibility of the student is to master academic assignments independently, refrain from acts of academic dishonesty, and refuse to aid or tolerate the academic dishonesty of others.

B. If an instructor determines that the student is guilty of academic dishonesty, the instructor must discuss the matter with the student. In the event the instructor cannot reach the student in a timely manner, such as when the student has gone home at the end of a semester, the instructor may assign a grade of "I" (Incomplete) until the student can be contacted and the matter of academic dishonesty discussed. The instructor then completes the "Academic Violation Form" (see Appendix A) which should include evidence and other necessary documentation. The instructor will determine the appropriate remedy: either to assign a grade of zero on that assignment in question or a grade of "F" in the course. The student will designate whether he/she accepts the remedy for the violation of the dishonesty policy or wishes to appeal the instructor's decision. If a student elects to appeal, the "appeal due date" line must be completed on the Academic Violation Form. (See the Appeals section below for more information regarding the appeals process)

C. Upon completion, the instructor forwards the Academic Violation Form to the Registrar's for the placement in the student's permanent record. The Registrar will forward copies of the Academic Violation Form to the student, the faculty member, department chair, academic dean, dean of students, provost, and president. Not appealing when the form is first completed or by the appeal due date will be taken as an admission of guilt, except under compelling circumstances to be determined at the sole discretion of the provost.

D. If upon receipt of the Academic Violation Form the Registrar determines that the student is guilty of a second offense, then a grade of FD (Failure Due to Academic Dishonesty) will be assigned by the Registrar for the course regardless of the remedy specified on the Academic Violation Form. Assigning the FD is to be done by the Registrar when the second Academic Violation Form is placed in the student's record, and the Registrar will notify all parties in writing. The student is then permanently barred from membership in any honorary society and is permanently ineligible for any SU honor list. The student may petition the Academic Integrity Appeals Committee to have the dishonesty notation removed from the transcript after one year or upon graduating from the University if no additional dishonesty offenses occur and the student satisfactorily completes the Academic Integrity Program. The grade of F remains on the transcript. Upon receipt by the Registrar of a third offense, the Registrar will assign the grade of FD and then notify all parties. After all appeals are exhausted, if the third offense still stands, then the student will be permanently expelled from the University. The notice of expulsion will be forwarded to the student, department chair, appropriate academic dean, dean of students, provost, and president. A copy of the final report with the three offenses will become a part of the student's permanent record. The university reserves the right to expel the student after a first or second offense, depending on the circumstances and at the sole discretion of the provost.

Appeals

A. The student who wishes to appeal an academic violation charge should submit his/her appeal in writing to the chair of the appropriate department by the appeal due date indicated on the Academic Violation Form, which is normally within ten regularly scheduled class days after the completion date of the Academic Violation Form. This statement should contain the reasons for which the student is appealing the instructor's decision. The burden of proof lies with the student in such a case to show that an error

or malfeasance has occurred. Within ten 27 regularly scheduled class days of receiving the written appeal, the department chair will notify in writing both the instructor and the student of the chair's decision. If the department chair is also the instructor who files the Academic Violation Form, then the student must appeal to the appropriate academic dean.

B. When, in the opinion of the department chair, the student fails to show reasonable cause for further investigation, the chair may deny the appeal without taking further action. When, in the opinion of the department chair, a student's appeal raises reasonable doubt as to whether a mistake or malfeasance has occurred, the chair will meet with the faculty member

and with the student and render a decision within ten regularly scheduled class days of the receipt of the appeal. If the decision favors granting the student's appeal, the department chair may request that the Registrar remove the Academic Violation Form from the student's record. The chair will notify both the student and the instructor of this action.

C. If the student files the initial appeal or elects to appeal the chair's decision during Maymester, Summer I, Summer II or during final exam week of the Fall or Spring semesters and if the instructor or department chair is not available during that time, all of the foregoing time requirements begin to run with the first day of class in the next major term. In extreme or unusual circumstances regarding the timeliness of the appeals process, the provost will make the final determination.

D. Any student who has exhausted the remedies open under the procedures outlined above may appeal the entire matter to the Academic Integrity Appeals Committee in writing within ten regularly scheduled class days of receiving the response from the department chair. Upon receipt of the appeal, the Academic Integrity Appeals Committee will review the matter and issue a decision within fifteen (15) regularly scheduled class days. The Academic Integrity Appeals Committee has the authority to deny the appeal, reduce the penalties in the event of extenuating circumstances, or direct the registrar to remove the record of the Academic Violation Form from the student's permanent record. The results of the Academic Integrity Appeals Committee are final.

E. All results from the proceedings of the Academic Dishonesty Appeals Committee should be reported to the appropriate academic dean, dean of students, provost, and president as information.

NOTE: During the appeals process, the student may continue to attend the class in which the violation occurred.

The instructor reserves the right to modify the corresponding class syllabus to better facilitate the learning process, however, adherence to campus/departmental policies must be maintained.