



COURSE SYLLABUS

Table of Contents

<u>Section 1: Course Information</u>	2
<u>Course Description</u>	2
<u>Course Overview</u>	3
<u>Course Workload</u>	3
<u>Course Materials</u>	3
<u>Course Topics</u>	5
<u>Intended Learning Outcomes</u>	5-6
<u>Late Work</u>	7
<u>Extra Credit</u>	7
<u>Section 2: Southeastern Policies</u>	8
<u>Section 3: Course Schedule</u>	9
<u>Aim, Learn, and Apply Descriptions</u>	9
<u>Course Schedule</u>	10-21
<u>Section 4: Assessments</u>	22-24

SECTION 1: COURSE INFORMATION

Format: Eight weeks.

Course ID: BBUS 3303

Course Title: Essentials of Marketing

College: Jannetides College of Business and Entrepreneurial Leadership

Prerequisites: BBUS 1003

Credit Hours: 3

Instructor: See the online course in MyFIRE for instructor contact information and availability.

Course Description

This course examines the structures, functions and behaviors of marketing systems. The basic exchange functions of pricing, product development and management, promotion and distribution are studied within the contexts of decision-making, consumer satisfaction, and the environments of business.

Course Overview

This course serves as an introduction to the field of marketing. You will learn about various aspects of marketing while you write your own marketing plan throughout the course. Whether you directly work in a marketing function or have indirectly participated in its efforts, you will be able to jump right in and build on that knowledge. The field of marketing is exciting both professionally and as a consumer, and I hope what you learn in this course takes your understanding of it to the next level.

Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is 47.36 (5.92 hours per week).

Course Materials

The only required textbook for this course is an open resource textbook available free, online. It is embedded into your course, so there is no action required on your part.

Author removed at request of original publisher. (2015). Principles of marketing. University of Minnesota Libraries Publishing edition, 2015. This edition adapted from a work originally produced in 2010 by a publisher who has requested that it not receive attribution. (Ed.). Retrieved from <http://open.lib.umn.edu/principlesmarketing/>

Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

Disclaimer: The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

Course Topics

The purpose of this course is to introduce, reinforce, and measure learning on the following topics:

- [Marketing
- The Marketing Plan
- Strategic Planning
- Consumer Behavior
- Market Segmenting, Targeting, and Positioning
- Market Research and Market Intelligence
- Create Offerings
- Developing and Managing Offerings
- Integrated Marketing Communications and the Changing Media
- Public Relations, Social Media, and Sponsorships
- Digital Marketing
- Professional Selling
- Using Marketing Channels to Create Value for Customers
- Price, the Only Revenue Generator

Intended Learning Outcomes

As a result of reading, study, and assessments in this course, the student should be able to:

1. Define marketing and how it facilitates exchange relationships to satisfy customer needs.
2. Explain the importance of strategic planning.
3. Demonstrate the ability to use basic market research tools to identify needs and opportunities within a target market.
4. Identify how products and services are an essential component of the

marketing mix.

5. Identify how the promotional strategies are an essential component of the marketing mix.
6. Identify how price strategies and placement/distribution strategies are an essential component of the marketing mix.
7. Develop and present an original basic marketing plan that identifies a market need and provides a competitive product or service solution.
8. Evaluate and summarize learnings from Essentials of Marketing course.

Key Performance Indicators

Students who successfully complete this course will demonstrate their learning through performance-based activities and assessments.

Successful students will:

- Students will demonstrate their mastery of marketing vocabulary through quizzes.
- Students will critically analyze and contemporary issues related to the marketing through course student-to-student discussion forums.
- Students will demonstrate their ability to communicate an offering's value by preparing a value proposition.
- Students will demonstrate their understanding of consumer behavior by writing a detailed analysis of a zero moment of truth shopping experience.
- Students will demonstrate their understanding of branding through the analysis of a brand and the identification of branding improvements that brand could make to improve their positioning.
- Students will demonstrate their understanding of pricing through the selection and explanation of a pricing strategy.
- Students will demonstrate the ability to synthesize and apply essential marketing concepts including strategy, value creation, product or service development, pricing, distribution and promotion by writing, revising and finalizing a comprehensive marketing plan.
- Students will demonstrate their ability to conduct marketing research by identifying their consumers, competitors, as well as completing a SWOT analysis.

- Students will demonstrate their understanding of strategy by explaining their strategic plan, including details on the offering, communications, and distribution.
- Students will demonstrate their understanding of a marketing budget by outlining their offering's expected investment and return

Late Work

None accepted.

Extra Credit

None accepted.

SECTION 2: SOUTHEASTERN POLICIES

Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.

SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.

Note: Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

AIM, LEARN, AND APPLY DESCRIPTIONS

Aim



When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

Learn



When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

Apply



When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

MODULE 1:
XX/XX/XX – XX/XX/XX



Aim:

Be sure you read the learning outcomes that your instructor has set for this week and then do your best to accomplish them.

- Explain the various ways that organizations and customers interact in exchange relationships.
- Identify the purpose of a marketing plan and the components that form one.
- Explain the importance and methods of forecasting sales.
- Identify a consumer need and create a unique product or service offering that meets the need.
- Discuss your knowledge and/or interactions with the field of marketing prior to this course.
- Begin creating the components of a marketing plan.



Learn:

This section lists all your reading assignments and may include additional resources that your instructor is providing to help you complete the activities and assessments for the week.

- **Read:** Chapter 1
- **Read:** Chapter 16
- **Module 1 Checkpoint Quiz**
- **View:** Video and optional readings

**Apply:**

Now you're ready to demonstrate your learning for the week. The items below are those on which you'll be graded this week and may include discussions, activities, assignments, quizzes, exams, and projects.

- Discussion for Module 1
 - Due: Saturday, Tuesday
 - Points: 30
- Marketing Plan Assignment for Module 1
 - Due: Tuesday
 - Points: 5
- Key Terms Quiz for Module 1
 - Due: Tuesday
 - Points: 10

MODULE 2:
XX/XX/XX – XX/XX/XX



Aim:

- Explain the value proposition concept.
- Define an organization's mission and objectives.
- Identify the relationships between an organization's mission, objectives, and strategy.
- Discuss the value proposition for your offering, and explain how your offering differs from a competitor's offering in your market.
- Compare various strategic approaches that could be used.
- Execute a SWOT analysis for a product offering.
- Continue progress on your marketing plan.



Learn:

- **Read:** Chapter 2
- **Module 2 Checkpoint Quiz**
- **View:** Video and optional readings



Apply:

- Discussion for Module 2
 - Due: Saturday, Tuesday
 - Points: 30
- Marketing Plan Assignment for Module 2
 - Due: Tuesday
 - Points: 5

➤ Key Terms Quiz for Module 2

- Due: Tuesday
- Points: 10

MODULE 3:
XX/XX/XX – XX/XX/XX



Aim:

- Identify factors that contribute to consumer decision-making.
- Explain the process of segmenting a market and targeting consumers.
- Explain the difference between market intelligence and marketing research.
- Identify the steps in the market research process.
- Discuss zero moment of truth experiences.
- Compare/contrast competitors in a market.



Learn:

- **Read:** Chapter 3
- **Read:** Chapter 5
- **Read:** Chapter 10
- **Module 3 Checkpoint Quiz**
- **View:** Video and optional readings



Apply:

- Discussion for Module 3
 - Due: Saturday, Tuesday
 - Points: 30
- Marketing Plan Assignment for Module 3
 - Due: Tuesday
 - Points: 5
- Key Terms Quiz for Module 3
 - Due: Tuesday
 - Points: 10

MODULE 4:
XX/XX/XX – XX/XX/XX



Aim:

- Identify the steps taken to create a product offering.
- Identify the stages in the product life cycle.
- Explain the affect branding has on consumer buying behavior.
- Differentiate a product or service offering from others by explaining its features and benefits
- Analyze a brand and discuss branding improvements they could make.
- Continue progress on your marketing plan.



Learn:

- **Read:** Chapter 6
- **Read:** Chapter 7
- **Module 4 Checkpoint Quiz**
- **View:** Video and optional readings



Apply:

- Discussion for Module 4
 - Due: Saturday, Tuesday
 - Points: 30
- Marketing Plan Assignment for Module 4
 - Due: Tuesday
 - Points: 5
- Key Terms Quiz for Module 4
 - Due: Tuesday

- Points: 10

MODULE 5:
XX/XX/XX – XX/XX/XX



Aim:

- Explain the benefits of integrated marketing communications.
- Define each of the components of the communications mix.
- Outline both internal and external factors that affect the use of the communications mix.
- Develop an integrated communications plan for a product or service offering.
- Research and discuss one current marketing article and/or campaign (within the past 6 months) and summarize it.
- Continue progress on your marketing plan.



Learn:

- **Read:** Chapter 11
- **Read:** Chapter 12
- **Read:** Chapter 13
- **Module 5 Checkpoint Quiz**
- **View:** Videos and optional readings



Apply:

- Discussion for Module 5
 - Due: Saturday, Tuesday
 - Points: 30
- Marketing Plan Assignment for Module 5
 - Due: Tuesday
 - Points: 5

➤ Key Terms Quiz for Module 5

- Due: Tuesday
- Points: 10

MODULE 6:
XX/XX/XX – XX/XX/XX



Aim:

- Identify the various pricing objectives organizations may utilize within their marketing mix.
- Calculate the break-even point on your product offering based on the evaluation of the internal and external factors that affect pricing.
- Discuss and justify a pricing strategy used in a product or service offering.
- Explain the ways in which organizations add value through their marketing and supply chain channels.
- Outline the marketing and supply chain channels for your product
- Continue progress on your marketing plan.



Learn:

- **Read:** Chapter 8
- **Read:** Chapter 15
- **Module 6 Checkpoint Quiz**
- **View:** Video and optional readings



Apply:

- Discussion for Module 6
 - Due: Saturday, Tuesday
 - Points: 30
- Marketing Plan Assignment for Module 6
 - Due: Tuesday
 - Points: 5

➤ Key Terms Quiz for Module 6

- Due: Tuesday
- Points: 10

MODULE 7:
XX/XX/XX – XX/XX/XX



Aim:

- Describe the steps to assemble a marketing plan.
- Assemble a marketing plan.
- Collate the following components of the marketing plan: the business challenge, the market, the strategy, and the budget.
- Conclude the plan by reiterating the goals.
- Discuss a marketing concept has resonated with you most.
- Write an executive summary summarizing the marketing plan.



Learn:

- There are no readings, questions, or videos this week.



Apply:

- Discussion for Module 7
 - Due: Saturday, Tuesday
 - Points: 30
- Marketing Plan Assignment for Module 7
 - Due: Tuesday
 - Points: 70

MODULE 8:
XX/XX/XX – XX/XX/XX



Aim:

- Discuss the essentials of a marketing plan via email communication with a new business.
- Revise a marketing plan, integrating others' feedback.
- Complete a summative assessment of basic marketing knowledge



Learn:

- There are no readings, questions, or videos this week.



Apply:

- Discussion for Module 8
 - Due: Saturday, Tuesday
 - Points: 30
- Marketing Plan Assignment for Module 8
 - Due: Tuesday
 - Points: 300
- Final Exam for Module 8
 - Due: Tuesday
 - Points: 300

SECTION 4: ASSESSMENTS

Weekly Discussion Forums

Description

Post initial post by Saturday at 11:55 PM Eastern Time Zone and at least two follow-up responses by Tuesday at 11:55 PM Eastern Time Zone each week. You are encouraged to log in daily and subscribe to posts so that you can stay engaged on a regular basis. IMPORTANT: Failure to meet the deadline for the initial post or not posting responses to at least two other students will result in zero points for the week (30 pts./wk.). Grading will be based on the entirety of your interaction and contribution, rather than just single postings.

Total Possible Points

240

Grade Weight

24%

Weekly Assignments

Description

Weekly Marketing Plan assignments are a division of the components that make up a marketing plan. You will complete various sections each week, submitting a complete draft in Module 7 (Modules 1-6: 5 pts./wk., Module 7: 70 pts.).

Total Possible Points

100

Grade Weight

10%

Weekly Vocabulary Quizzes Description**Description**

Weekly quizzes that test your comprehension of the important terms from the weekly readings. These can be taken twice, with the final score being an average of the two (10 pts./wk.).

Total Possible Points

60

Grade Weight

6%

Final Project**Description**

Final submission of your marketing plan.

Total Possible Points

300

Grade Weight

30%

Final Exam**Description**

A mix of the chapter and vocabulary questions from Modules 1-6. Questions/answers will be very similar, but not exact, so make sure to understand the overall concepts. You will have 1 minute to answer each question, 75 minutes total. Respondus will be activated during the exam.

Total Possible Points

300

Grade Weight

30%

