



Course Syllabus

Version: ON 02.17

MGMT 3503 ON

Principles of Marketing

Course Description

This course provides a general knowledge of marketing, emphasizing marketing mix elements (the 4 C's and the 4 P's), target markets, marketing strategies, customer behavior, global marketing, and marketing ethics.

Course Prerequisites

There are no prerequisites for this course.

Required Materials

Marketplace Live Simulation login (available at <http://swu.ecampus.com/>)

Accreditation

Southern Wesleyan University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, and masters degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of Southern Wesleyan University.

Program Learning Outcomes

Upon completion of your program, you will:

1. Be an effective communicator in both oral and written communication.
2. Demonstrate leadership in effective collaboration, interacting and contributing as a team member to meet stated goals.
3. Demonstrate the ability to articulate the impact of corporate social responsibility for business and society.
4. Demonstrate a clear perception of business ethics based on Christian principles and apply leadership skills that reflect Christian servant leadership principles.
5. Be a capable problem-solver using various analytical tools and technology to effectively frame and solve problems.
6. Possess appropriate knowledge in the main functional areas of business: accounting, business law, economics, finance, management, marketing, statistics, and strategy.

Course Learning Outcomes

Upon successful completion of this course, each student will be able to

1. Explain marketing strategies and the elements of marketing analysis from a biblical perspective: customer analysis, company analysis and competitor analysis.
2. Evaluate the elements of the marketing mix (product, pricing, promotion, and distribution strategies).
3. Apply basic marketing concepts to solving marketing challenges.
4. Create a strategic marketing plan.

Course Learning Assignments and Assessments

Students are expected to complete the assigned readings prior to each session. Additionally, students should be attentive to current information related to management issues that may appear in various media such as the Internet, magazines, journals, newspapers, blogs, etc. Each student should participate in class discussions with a willingness to share observations, experience, and knowledge relevant to the topics discussed in the course.

Grading

Discussion Forums	15%
Case Studies	15%
Quizzes	10%
Marketing Simulation and Reflection	20%
Marketing Plan Paper	30%
Marketing Plan Presentation	10%
Total	100%

Discussion Forums – 15%

Each student is expected to engage in weekly discussion forums. The initial discussion posts are due by 11:55 PM EST each Wednesday. The reply posts are due by 11:55 PM EST each Saturday. Each student is responsible for posting a response to each of the discussion questions and responding to at least one classmates' and faculty's posts. The original post should contain at least five sentences. The responses should be from three to five sentences and should intend to invite dialogue.

Devotions are worth a small percent of the forum grade. Initial devotion posts are due by 11:55 PM EST each Saturday. Reply posts are encouraged, but not required.

Case Study Analyses – 15%

Each student will have two cases to analyze. Each case analysis must be according to the following guidelines:

- Typed, double spaced, Times New Roman font (size 12), one inch margins on all sides (APA format).
- Have a clear introduction followed by:
 - background of the company and the issue at hand
 - the company's plan of action and the observable results
 - the student's research-based recommendations
- In addition to the 1.5 to 2 pages required, a title page and reference page are to be included. Utilize at least two outside sources to supplement your answers, and cite using APA format.

Quizzes – 10%

Each student will be required to complete seven (7) quizzes during the course. Quiz questions are comprised of true/false, fill in the blank and multiple choice questions. Each student that completes all of the required readings should do very well on the quizzes.

All quizzes must be submitted via Canvas. Quizzes not submitted in this manner will not receive credit. Online students are to complete quizzes and examinations by 11:59pm on the Saturday the week the quiz is due. All quizzes are open book.

Marketplace Live Simulation—20%

Each student will be required to complete an online marketing simulation through Marketplace Live (login can be purchased through the online bookstore at <http://swu.ecampus.com/>). Each session will represent another stage in the marketing process. Each student will virtually introduce a new computer to a global market through a fictional company. Participation in the simulation will take about 30 to 90 minutes per week. Grading for this assignment will be based partially upon the scorecard provided in the simulation, as well as a 1-page reflection that the student will submit in Session 7.

The sessions will be as follows:

Quarter 1: Set up your Marketing division

1. Name the company.
2. Organize the division.
3. Assign corporate responsibilities to the team.
4. Analyze the market survey.
5. Choose the initial target segment.
6. Schedule the opening of one sales office.

Quarter 2: Go to test market

1. Test market.
2. Design a brand for the target segment.
3. Hire a few sales people.
4. Price the brand.
5. Design a small advertising campaign.

Quarter 3: Skillful adjustment

1. Review the market data from the test market.
2. Adjust the firm's strategy and tactics (brand design, pricing, advertising, sales force) as needed.

Quarter 4: Expand the market offering

1. Review the market data from the test market
2. Adjust the division's strategy and tactics (brand design, pricing, advertising, sales force) as needed.
3. Select a secondary segment to target and design a marketing program to go after it.
4. Design a new brand.
5. Price the brand.
6. Add sales people.
7. Design a new ad and run it in the local media.
8. Schedule the opening of a new sales office and hire new sales people.

Quarter 5: Enhance the market offering

1. Introduce new brands with new features developed by research and development (R&D)
2. Continue with market expansion by adding advertising, sales people and new offices

Quarter 6: Refine the marketing strategy

1. Study the market data to determine how to better meet customer needs and surpass the competition through brand design, pricing, advertising, and distribution.

Each student's participation in the Marketplace Live Simulation will be graded on three assessments: completion (10%), a balanced scorecard (10%), and a reflection paper at the end of the course (80%). The balanced scorecard will track financial performance, market performance, and market effectiveness in the simulation.

In the last session of the course, students will write a 1-2 page reflection (double-spaced, 12-point font) on their experience in the Marketplace Live simulation by answering the following questions:

1. Briefly describe your product, your target market, and the marketing strategies you applied.
2. What did your company do well?
3. Explain your strategy for the next 4 quarters, if you were to continue in the simulation.

Marketing Plan Paper– 30%

Use the Internet or the SWU Library to familiarize yourself with an industry and then create a fictional start-up company that is entering a market with a good or service. Your fictitious company may modify an existing good or service or you may create a product or service that is needed in the future. You will create a marketing plan for your start-up company (note that this is different from a business plan).

Requirements:

1. This assignment should be double-spaced, 12 point font, with one-inch margins on all sides.
2. All references must comply with APA Style.
3. Include each of the components listed below.

Components of the Marketing Plan

- Executive Summary (must be one page)
- Company Background
- Situational Analysis
- Competitor Analysis
- Customer Analysis
- Company Analysis
 - a. Marketing Objectives
 - b. Product/Service Analysis
 - c. Marketing Strategies and Tactics
 - d. Market Position
 - e. Timeline

Executive Summary

The Executive Summary is the last part of the plan that is written, but the first one encountered by the reader. It provides the reader with a concise review of the entire plan. This allows potential investors to quickly assess if the enterprise is worthy of consideration. It also allows the CEO to quickly examine the focus of the entire marketing plan. The challenge lies in producing a section that is both compelling and succinct. At a minimum, items which should be covered in your executive summary are:

- an accurate and specific description of your product or service.
- a description of the advantages of your product or service.
- an overview of the target market & strategies involved.

Company Background

The company background typically begins with the organization's mission statement followed by the history of your company. This section should be no more than a half or one page long.

Situational Analysis

This section of the marketing plan is intended to provide an analysis of the environment in which the organization must operate (environmental scanning). In general, the factors which shape the situational analysis include a review of the following; the economic climate, population demographics, product demand trends, and technological trends.

Competitor Analysis (SWOT)

Here you should examine at least two of the likely competitors and the various aspects of their organization and products/services offered. Provide information on their strengths, weakness, opportunities and threats. Make sure that these are presented from the competitor's point of view.

Customer Analysis (Target Markets)

The customer analysis segment of the marketing plan provides for a description of the consumer base. This entails a detailed analysis of the customers who are most likely to buy your product. Typically, this analysis consists of information

related to the purchasing habits of the customers as well as data on the characteristics of consumers such as age, gender, lifestyle, and income. These consumer characteristics will be used to divide, or “segment” the market, allowing for more direct access and further analysis.

Company Analysis

A. Marketing Objectives

All organizations need to have clearly established objectives to guide their actions. Most marketing experts suggest that you should include statements related to your projected market share, sales volume, profit margins and product/service positioning.

B. Product and Service Analysis

This section of the marketing plan must provide an accurate and specific description of your product or service. It should also explain the advantages of your product or service in the market compared to your competitors. Provide information on your company's strengths, weakness, opportunities and threats (SWOT).

C. Marketing Strategies and Tactics

Marketing strategies normally refer to “what” you are going to do in your marketing activities, whereas marketing tactics relate to “how” you will accomplish those tasks. The “Marketing Mix” includes the traditional ingredients of marketing, (price, product, place, promotion). Marketing mix variables are also tactical because they are actions taken to accomplish the strategy you develop. Through the manipulation of these elements, several variations of strategy can arise. These can be categorized into market actions known as penetration, diversification, new product development, and marketing share expansion and niche development, among others.

D. Market Position

E. Timeline

Marketing Plan Paper Checkpoints

There will be a series of checkpoints that the student must complete prior to the due date of the final Marketing Plan Paper that will help the student complete the final paper. These checkpoints are graded on completion, and are worth one third of the points of the Marketing Plan Paper (total of 10% of student's grade).

Company Background and Situational Analysis – due in Session 2

Answer the following questions in paragraph form as a preliminary step in the creation of your marketing plan. Be sure to cite outside sources according to APA guidelines.

Company Background

1. What is your mission statement? Example: A mission statement represents a statement of purpose for the organization. In general terms, the statement should reflect the essence of your business by answering the question “What business are you in?” Also discuss some of the unique characteristics of your product/service regarding its fit in the marketplace.
2. What product or service are you creating for your marketing plan?
3. What does your business do well?
4. What is your most important customer-focused business goal?

Situational Analysis

1. Analyze the current economic climate in your region.
2. Describe specific demographic factors pertinent to marketing your product/service.
3. Investigate the demand trends which apply to your industry segment.
4. Discuss the technological trends that will impact your marketing plan.

Customer Analysis – due in Session 3

Answer the following questions in paragraph form as the next step in the creation of your marketing plan:

1. Who is your target audience?
2. Who is your market segment? Example: Describe your market segment.
 - a. What do they want?
 - b. How do they use the product or service?
 - c. How can you reach them?
 - d. How much are they able to pay for the service or product?

Company Analysis: Marketing Objectives and Product/Service SWOT – due in Session 5

Be sure to include SMART objective statements related to your projected market share, sales volume, profit margins and product/service positioning. Your marketing strategies and tactics will be built off of your marketing objectives.

A SWOT simply stands for: Strengths, Weaknesses, Opportunities, and Threats. Strengths and weaknesses focus your business to look internally at what your business can do. Many businesses are great at looking inward but fail to look outside their company. Threats and opportunities are external; focusing on the conditions of the real-world. These can be listed under each category, or presented in a four-quadrant chart. Keep in mind that in the final paper, a SWOT analysis will also need to be present for at least two of your competitors in the “Competitor Analysis.”

Strengths

Consider your strengths relative to your competitors and from your customers' perspective. For example, all your competitors may sell using the telephone, whereas you use direct face-to-face selling. Anything a customer wants that you provide and your competitor doesn't, can be a possible strength.

Weaknesses

It is far easier writing down your corporate strengths than weaknesses. Think of objections your customers raise during the sales process. Think of what competitors would say.

Opportunities

Your small business is influenced by the external environment, such as: legal, political, technological, and cultural factors. Consider what can make your business obsolete, and what will replace it.

Threats

Threats can come from new substitute products emerging, price competition, and/or economic pressure. Threats can become opportunities or vice versa.

Company Analysis: Marketing Strategies and Tactics, Market Position, and Timeline – due in Session 6

Discuss here the marketing strategies and tactics that your company will put in place for the product/service you have chosen as well as the market position (see example below). Also include a detailed marketing implementation timeline for the promotional activities you plan to implement using the template provided.

Example of market position: Gloves Unlimited is the frontrunner in the industry. At the present, there is no other company advertising a fielding glove that is new and game-ready off the shelf. Gloves Unlimited prides itself in being a trendsetter in making a product that an athlete can purchase and use in the same day while achieving the same results of using a broken in glove. Many athletes use equipment they have confidence in which most of the time means the “old and used” equipment to give them that “seasoned veteran” feel. In addition to offering a product that works for the baseball or softball player, Gloves Unlimited utilizes products that are bio-degradable, recycled, and harmless to the environment.

Final Paper (completed) — due in Session 7

Students will submit the final Marketing Plan in Session 7 for grading.

Marketing Plan Presentation– 10%

Students will prepare and submit a presentation with narration (8-10 minutes) to accompany the final Marketing Plan Paper. The presentation should be created as if the student is presenting his/her product/service to investors or potential stakeholders for the company. Students are encouraged to be creative with their presentation, and not just put the transcript of the presentation into a PowerPoint. Students may use Office Mix, YouTube or other presentation software options.

GRADE EQUIVALENCY TABLE

All grades are reported in a system of eleven letter grades designated as “A” through “F” with appropriate plus and minus additions reflecting the following scheme:

Percentage Value	Letter Grade	Numeric Value for GPA
93-100	A	4.0
90-92	A-	3.7
86-89	B+	3.4

83-85	B	3.0
80-82	B-	2.7
76-79	C+	2.4
73-75	C	2.0
70-72	C-	1.7
65-69	D+	1.4
60-64	D	1.0
<60	F	0.0

Course Policies

Attendance Policy

Regular attendance is a key to success in the course. Please refer to the Attendance Policy outlined in the Catalog for full details of the SWU policy on attendance.

Hybrid courses are a combination of online and classroom activities. Students are expected to attend all campus class meetings as well as to adhere to posted online deadlines for assignments. Face-to-face sessions are held once a week for three hours, and attendance is mandatory. Classroom attendance will be taken in class by the instructor.

Online attendance is based on completion of at least one designated assignment by the due date/time posted within the course site for each session. Online activities may include lecture, assignments, readings, discussion forums, and assessments (e.g. quizzes, tests).

Late Assignment Policy

Assignments

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Assignments are due by midnight on the days specified. Students can expect a 20% reduction of their grade for each day an assignment is late. Students who submit assignments more than four days late will receive a grade of zero on the assignment.

In the case of extenuating circumstances (such as hospitalization, child birth, major accident, injury or bereavement), it is the responsibility of students to contact the instructor as soon as practicable. The instructor may waive the late penalty if the circumstances are justified.

Students must submit final course assignments no later than the last day of the term. No assignments are accepted after the last day of the term.

Discussions

Students must submit discussion board postings during the time frame indicated. Discussion board submissions will not be accepted for credit after the deadline.

Communication

The course site (Canvas) and SWU email are the primary tools for class communication, assignments, handouts, etc. All participants must have access to the course site and SWU e-mail and are expected to access them on a daily basis.

While it is important to maintain good communication with the instructor, Internet connectivity problems and home computer problems are not considered adequate excuses for missing assigned class work.

Technology Requirements

To be successful in this course, all participants are expected to ensure their technology equipment meets the [recommendations](#) provided by SWU's Technology Services.

Students requiring technical support related to their courses or other SWU-provided technologies should send an e-mail to helpdesk@swu.edu or call 864.644.5050.

Academic Honesty

Honesty in all matters – including honesty in academic endeavors – is a valued principle at Southern Wesleyan University. It is the expectation of the university that all those joining the academic program will act with integrity in all matters.

No forms of academic dishonesty will be tolerated. Students are encouraged to help each other maintain these high standards. All academic dishonesty should be reported to the faculty directly. Faculty, upon evidence of academic dishonesty (cheating, plagiarism, or misuse of another's intellectual property), either by voluntary confession, report of another student, or on the basis of work submitted, must follow the procedure outlined in the Catalog (under *Academic Honesty*). This includes but is not limited to a zero for the work involved, 10% course grade reduction, or a failing grade for the course. Unresolved cases may be appealed using the Appeal Process outlined in the Catalog (*Academic Honesty*).

Accommodations for Students with Disabilities

Southern Wesleyan University is committed to providing equitable access to learning opportunities for all students. Accommodations can be made for students with disabilities, as outlined in "Services for Students with Disabilities" found in mySWU's Student tab under The Learning Center. Any student desiring accommodations must send the request and all documentation to the Student Success Coordinator in Rickman Library 224. Call 864-644-5036 for more information.

Session One: Defining Marketing

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 1. Explain marketing strategies and the elements of marketing analysis. <ol style="list-style-type: none"> a. analyze the concept of marketing, its various definitions, and its function in society. b. understand the importance of mission, vision, and values, and their role in decision-making. 2. Evaluate the elements of the marketing mix (product, pricing, promotion, and distribution strategies). <ol style="list-style-type: none"> a. define the elements of marketing mix and their role in marketing strategy. 	<p>Each student will</p> <ol style="list-style-type: none"> 1. Read the following lessons (or watch the videos) from Marketing Teacher: <ol style="list-style-type: none"> a. What is Marketing? Marketing Definitions b. SMART Objectives c. What is a customer? d. Marketing concept 2. Read the following sections from MedLibrary's entry on Marketing Mix: <ol style="list-style-type: none"> a. The Emergence of the Marketing Mix: 4 Ps and 7 Ps Concepts b. McCarthy's 4 Ps c. Lauterborn's 4 Cs 3. Participate in the following discussions: <ol style="list-style-type: none"> a. Session One Devotion b. Discussion 1 Mission, Vision, and Values (LO1AB) 4. Complete phase 1 of Marketplace Live Simulation (LO2A) 5. Research an industry and create a fictional company and product for final marketing plan 6. Complete Session 1 Quiz

Session Two: The Marketing Environment

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 3. Apply basic marketing concepts to solving marketing challenges. <ol style="list-style-type: none"> a. explain how changes in the demographic and economic environments affect marketing decisions b. discuss how companies can react to the marketing environment c. understand how companies analyze and use marketing information 	<p>Each student will:</p> <ol style="list-style-type: none"> 1. Read the following lessons from Marketing Teacher: <ol style="list-style-type: none"> a. Introduction to Marketing Research b. Primary Marketing Research c. Secondary Research d. PEST Analysis e. SWOT Analysis f. Five Forces Analysis g. Marketing Contexts h. Marketing Environment i. External Influence – introduction, social environment and social class, and consumer culture j. Collecting customer information k. Business Environment 2. Participate in the following discussions: <ol style="list-style-type: none"> a. Session Two Devotion b. Discussion 2 Customer Surveys (LO3C) 3. Complete phase 2 of Marketplace Live Simulation (LO3ABC) 4. Submit Company Background and Situational Analysis for Marketing Plan (LO3B) 5. Complete and submit Session 2 Quiz

Session Three: People/Consumers

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 1. Explain marketing strategies and the elements of marketing analysis. <ol style="list-style-type: none"> c. define the major steps in designing a customer-driven marketing strategy: marketing segmentation, targeting, and positioning. d. explain how companies identify attractive market segments and choose a market targeting strategy. 3. Apply basic marketing concepts to solving marketing challenges. <ol style="list-style-type: none"> d. understand the consumer market and the major factors that influence consumer buyer behavior. 	<p>Each student will</p> <ol style="list-style-type: none"> 1. Read the following lessons from Marketing Teacher: <ol style="list-style-type: none"> a. Internal and External Customers b. Consumer Buyer Behavior c. Segment d. Target e. Positioning in marketing f. Customer Life Cycle and CRM g. Adoption Process 2. Read "Understanding the customer life cycle and calculating CLV" by Jim Sterne 3. Participate in the following discussions: <ol style="list-style-type: none"> a. Session Three Devotion b. Discussion 3 McDonald's Segmentation Strategy (LO1CD) 4. Complete phase 3 of Marketplace Live Simulation (LO3D) 5. Submit Customer Analysis for Marketing Plan (LO3D) 6. Choose one of the 3 Case Studies of Donor/Consumer Segmentation in Action and submit Case Study Analysis 1 (LO1CD) 7. Complete and submit Session 3 Quiz

Session Four: Products, Services, and Brand

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 1. Explain marketing strategies and the elements of marketing analysis from a biblical perspective <ol style="list-style-type: none"> e. discuss branding strategy – the decisions companies make in building and managing their brands 2. Evaluate the elements of the marketing mix (product, pricing, promotion, and distribution strategies). <ol style="list-style-type: none"> b. describe the major classifications of products and services c. understand the stages of the product lifecycle and how marketing strategies change during a product's life cycle 	<p>Each student will:</p> <ol style="list-style-type: none"> 1. Read the following lessons from Marketing Teacher: <ol style="list-style-type: none"> a. Three Levels of a Product b. Product Life Cycle c. Introduction to Services Marketing d. Introduction to Brands 2. Read the Kissmetrics Blog post, "Where Marketing Ends, Branding Begins" found at https://blog.kissmetrics.com/where-branding-begins/ 3. Participate in the following discussions: <ol style="list-style-type: none"> a. Session Four Devotion b. Discussion 4 Product Levels and Brand Influence (LO2BC) 4. Complete phase 4 of Marketplace Live Simulation (LO2C) 5. Start working on Company Analysis: Marketing Objectives and Product/Service SWOT for Marketing Plan (LO1E) 6. Complete and submit Case Study Analysis 2: Buzzfeed and Mini: A Branding Case Study (LO1E) 7. Complete and submit Session 4 Quiz

Session Five: Price/Customer Value and Place/Convenience

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 1. Explain marketing strategies and the elements of marketing analysis from a biblical perspective. <ol style="list-style-type: none"> e. understand the marketing strategy behind personal selling. f. discuss the effectiveness of different distribution channels based on industry and product/service. 2. Evaluate the elements of the marketing mix (product, pricing, promotion, and distribution strategies). <ol style="list-style-type: none"> d. understand various place and distribution strategies and the effects technology has had. e. identify the various pricing strategies used in the marketplace f. discuss how companies adjust their prices to take into account different types of customers and situations 	<p>Each student will</p> <ol style="list-style-type: none"> 1. Read the following lessons from Marketing Teacher: <ol style="list-style-type: none"> a. Pricing Strategies b. Digital Marketing Price c. Marketing Place d. Digital Marketing Place e. Personal Selling 2. Participate in the following discussions: <ol style="list-style-type: none"> a. Session Five Devotion b. Discussion 5 JCPenney's Pricing Strategy (LO2EF) 3. Complete phase 5 of Marketplace Live Simulation 4. Submit Company Analysis: Marketing Objectives and Product/Service SWOT for Marketing Plan 5. Complete and submit Session 5 Quiz

Session Six: Promotion/Communication

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 1. Explain marketing strategies and the elements of marketing analysis from a biblical perspective. <ol style="list-style-type: none"> g. discuss the role of a company's salespeople in creating value for customers and building customer relationships. h. explain how companies have responded to the Internet and the digital age with various online marketing strategies. 2. Evaluate the elements of the marketing mix (product, pricing, promotion, and distribution strategies). <ol style="list-style-type: none"> g. evaluate different types of promotion and their benefits within various marketing strategies h. explain how companies use public relations to communicate with their publics. 	<p>Each student will</p> <ol style="list-style-type: none"> 1. Read the following lessons from Marketing Teacher: <ol style="list-style-type: none"> a. Promotion b. Sales Promotion c. Digital Sales Promotion d. Digital Marketing and Promotion: Internet Advertising e. Public Relations (PR) f. Public Relations (PR) Two g. Public Relations (PR) Three 2. Participate in the following discussions: <ol style="list-style-type: none"> a. Session Six Devotion b. Discussion 6 Sales and PR (LO1G, LO2H) 3. Complete phase 6 of Marketplace Live Simulation (LO2G) 4. Submit Company Analysis: Marketing Strategies and Tactics, Market Position, and Timeline (LO1H, LO2GH) 5. Complete and submit Session 6 Quiz

Session Seven: Global Marketing and Marketing Ethics

Learning Outcomes	Assignments/Assessments
<p>Each student will be able to</p> <ol style="list-style-type: none"> 3. Apply basic marketing concepts to solving marketing challenges. <ol style="list-style-type: none"> e. explain how companies adapt their marketing strategies and mixes for international markets f. explain the role of ethics and social responsibility in marketing 4. Create a marketing plan 	<p>Each student will</p> <ol style="list-style-type: none"> 1. Read the following lessons from Marketing Teacher: <ol style="list-style-type: none"> a. International Marketing Environment b. Products and International Marketing c. International Marketing and Price d. Modes of Entry into International Markets (Place) e. International Marketing Communications (Promotion) f. International Marketing and Culture 2. Read “What is Ethical Marketing?,” “Who Employs Ethical Marketing?,” and “How is an Ethical Marketing Plan Developed and Implemented” from the article <i>Ethical Marketing</i> by Marketing-Schools found at http://www.marketing-schools.org/types-of-marketing/ethical-marketing.html 3. Participate in the following discussions: <ol style="list-style-type: none"> a. Session Seven Devotion b. Discussion 7.1 Starbucks: Social Responsibility and Global Expansion (LO3EF) 4. Submit Marketplace Live Simulation Reflection 5. Submit Marketing Plan Paper (LO4) 6. Submit Marketing Plan Presentation (LO4) 7. Complete and submit Session 7 Quiz