

## **MKT151 Introductory Marketing**

### **(3 credit hours)**

### **Course Syllabus**

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### **Course Description**

This course exposes the student to the vocabulary of marketing and introduces many of the major principles and theories of the discipline. The focus of the course is on marketing's relationship to the other business functions and on marketing function Management as opposed to day-to-day marketing operations.

### **Course Learning Outcomes**

By the end of this course, you will be able to: [ID – fill out based on CBP]

1. Integrate and apply the fundamental principles of marketing and the marketing process.
2. Apply marketing concepts and theories to realistic marketing.
3. Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
4. Investigate how marketing strategies are formulated and implemented.
5. Explain how various marketing elements come together.
6. Design a coherent entrepreneurial marketing proposal (marketing plan).

### **Prerequisites/Corequisites**

None.

### **Required Textbook(s) and Resources**

For this course a digital copy of your textbook is included with your DragonACCESS fees. Use the <Cengage MindTap/Pearson MyLab/McGraw-Hill Connect/etc.> tool in Moodle to view your book.

Levy & Grewal. (2020). *Marketing* (8th ed). McGraw-Hill.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: [library@tiffin.edu](mailto:library@tiffin.edu).

## Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

## Learning Activities

**Course Readings and Assignments:** In order to fully participate in class, complete your assignments, and write your final project, you are expected to do all assigned reading by the due dates. You'll notice that along with reading each chapter, you'll do what is called a SmartBook assignment in Connect where you will answer questions to assess how well you understand the reading. You will also do other assignments in Connect and on the discussion forum, and a portion of the final project each week. Assignments are due on Wednesdays, Saturdays, and Sundays. Keep careful track of what is due each of those days so that you stay on track.

**Final Project:** The final project for this class is to write a marketing plan. You will choose a product or service, come up with a company name and logo, and follow the marketing plan outline and instructions to write a marketing plan for that product over the course of the 7 weeks. Each week, you will work on the section of the marketing plan that corresponds to

the material covered that week. You will submit the assigned section each Sunday and will submit your final paper in Week 7.

## Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
<b>Smart Book</b> Activity 1.1 (15) Activity 1.4 (15) Activity 1.7 (15)	<b>Smart Book</b> Activity 2.1 (15) Activity 2.4 (15) Activity 2.6 (15)	<b>Smart Book</b> Activity 3.1 (15) Activity 3.4 (15) Activity 3.6 (15)	<b>Smart Book</b> Activity 4.1 (15) Activity 4.3 (15) Activity 4.5 (15)	<b>Smart Book</b> Activity 5.1 (15) Activity 5.4 (15) Activity 5.6 (15)	<b>Smart Book</b> Activity 6.1 (15) Activity 6.4 (15) Activity 6.6 (15)		<b>270</b>
			<b>Mini Sims</b> Activity 4.2 (15) Activity 4.6 (15)		<b>Mini Sims</b> Activity 6.2 (15)		<b>45</b>
<b>Case/Video Case</b> Activity 1.2 (5) Activity 1.5 (5)	<b>Case/Video Case</b> Activity 2.2 (5) Activity 2.5 (5) Activity 2.7 (5)	<b>Case/Video Case</b> Activity 3.2 (5) Activity 3.5 (5) Activity 3.8 (5)		<b>Case/Video Case</b> Activity 5.2 (5) Activity 5.5 (5) Activity 5.7 (5)	<b>Case/Video Case</b> Activity 6.5 (5)		<b>60</b>
<b>Discussion</b> Activity 1.3 (17) Activity 1.6 (17)	<b>Discussion</b> Activity 2.3 (17)	<b>Discussion</b> Activity 3.3 (17) Activity 3.7 (17)	<b>Discussion</b> Activity 4.4 (17)	<b>Discussion</b> Activity 5.3 (17)	<b>Discussion</b> Activity 6.3 (17)	<b>Discussion</b> Activity 7.1 (17) Activity 7.3 (17)	<b>170</b>
<b>Final Project</b> Activity 1.8 (5)	<b>Final Project</b> Activity 2.8 (50)	<b>Final Project</b> Activity 3.9 (50)	<b>Final Project</b> Activity 4.7 (50)	<b>Final Project</b> Activity 5.8 (50)	<b>Final Project</b> Activity 6.7 (50)	<b>Final Project</b> Activity 7.2 (200)	<b>455</b>
<b>94</b>	<b>127</b>	<b>144</b>	<b>142</b>	<b>127</b>	<b>132</b>	<b>234</b>	<b>1000</b>

## Grading Scale

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: <60%

Please see the [Academic Bulletin](#) for grade appeal information.

## Course Schedule and Weekly Checklist

### Week 1 – Marketing Strategies and the Marketing Plan

- MON: Class Introductions (Forum)
- WED: Activity 1.1: Chapter 1 SmartBook Exercise (in McGraw-Hill Connect)
- WED: Activity 1.2: Value Creation through the Marketing Mix Video Case (in McGraw-Hill Connect)
- WED: Activity 1.3 (Forum): Marketing Mix (4Ps) (Initial Post)
- SAT: Activity 1.3 (Forum): Marketing Mix (4Ps) (Response Posts)
- SAT: Activity 1.4: Chapter 2 SmartBook Exercise (in McGraw-Hill Connect)
- SAT: Activity 1.5: Marketing Strategy and the Marketing Plan Video Case (in McGraw-Hill Connect)
- SAT: Activity 1.6 (Forum): Project Idea (Initial Post)
- SUN: Activity 1.6 (Forum): Project Idea (Response Posts)
- SUN: Activity 1.7: Chapter 10 SmartBook Exercise (in McGraw-Hill Connect)
- SUN: Activity 1.8: Week 1 Final Project Submission Box

### Week 2 – Marketing and Products

- WED: Activity 2.1: Chapter 11 SmartBook Exercise (in McGraw-Hill Connect)
- WED: Activity 2.2: Brand Equity Video Case (in McGraw-Hill Connect)
- WED: Activity 2.3 (Forum): Branding & Packaging (Initial Post)
- SAT: Activity 2.4: Chapter 12 SmartBook Exercise (in McGraw-Hill Connect)

- SAT: Activity 2.5: Understanding New Product Development Video Case (in McGraw-Hill Connect)
- SAT: Activity 2.3 (Forum): Branding & Packaging (Response Posts)
- SUN: Activity 2.6: Chapter 13 SmartBook Exercise (in McGraw-Hill Connect)
- SUN: Activity 2.7: Service Quality Video Case (in McGraw-Hill Connect)
- SUN: Activity 2.8: Week 2 Final Project Submission Box

### **Week 3 – Marketing Environments**

- WED: Activity 3.1: Chapter 5 SmartBook Exercise (in McGraw-Hill Connect)
- WED: Activity 3.2: Chapter 5 Ford Video Case (in McGraw-Hill Connect)
- WED: Activity 3.3 (Forum): SWOT/CDSTEP (Initial Post)
- SAT: Activity 3.3 (Forum): SWOT/CDSTEP (Response Posts)
- SAT: Activity 3.4: Chapter 7 SmartBook Exercise (in McGraw-Hill Connect)
- SAT: Activity 3.5: Chapter 7 B2B Buying Process Video Case (in McGraw-Hill Connect)
- SAT: Activity 3.6: Chapter 8 SmartBook Exercise (in McGraw-Hill Connect)
- SAT: Activity 3.7 (Forum): Global Strategy (Initial Post)
- SUN: Activity 3.7 (Forum): Global Strategy (Response Posts)
- SUN: Activity 3.8: Chapter 8 Market Entry Strategies Video Case (in McGraw-Hill Connect)
- SUN: Activity 3.9: Week 3 Final Project Submission Box

### **Week 4 – Pricing, Retailing and Omnichannel Marketing**

- WED: Activity 4.1: Chapter 14 SmartBook Exercise (in McGraw-Hill Connect)
- WED: Activity 4.2: Chapter 14 Pricing Mini Sim (in McGraw-Hill Connect)
- SAT: Activity 4.3: Chapter 15 SmartBook Exercise (in McGraw-Hill Connect)
- SAT: Activity 4.4 (Forum): Pricing (Initial Post)
- SAT: Activity 4.5: Chapter 17 SmartBook Exercise (in McGraw-Hill Connect)
- SUN: Activity 4.4 (Forum): Pricing (Response Posts)
- SUN: Activity 4.6: Chapter 17 Retail Strategy Mini Sim (in McGraw-Hill Connect)
- SUN: Activity 4.7: Week 4 Final Project Submission Box

## **Week 5 – Understanding Consumer Characteristics and Behavior**

- WED: Activity 5.1: Chapter 3 SmartBook Exercise (in McGraw-Hill Connect)
- WED: Activity 5.2: Social Media Metrics Video Case (in McGraw-Hill Connect)
- WED: Activity 5.3 (Forum): Digital Marketing (Initial Post)
- SAT: Activity 5.3 (Forum): Digital Marketing (Response Posts)
- SAT: Activity 5.4: Chapter 6 SmartBook Exercise (in McGraw-Hill Connect)
- SAT: Activity 5.5: Consumer Decision Process Video Case (in McGraw-Hill Connect)
- SUN: Activity 5.6: Chapter 9 SmartBook Exercise (in McGraw-Hill Connect)
- SUN: Activity 5.7: Segmentation Process Video Case (in McGraw-Hill Connect)
- SUN: Activity 5.8: Week 5 Final Project Submission Box

## **Week 6 – Marketing, Advertising, Relations, and Selling**

- WED: Activity 6.1: Chapter 18 SmartBook Exercise (in McGraw-Hill Connect)
- WED: Activity 6.2: Integrated Marketing Communications Mini Sim (in McGraw-Hill Connect)
- WED: Activity 6.3 (Forum): Advertising (Initial Post)
- SAT: Activity 6.3 (Forum): Advertising (Response Posts)
- SAT: Activity 6.4: Chapter 19 SmartBook Exercise (in McGraw-Hill Connect)
- SAT: Activity 6.5: The Difference between Advertising, PR, and Sales Promotion Video Case (in McGraw-Hill Connect)
- SUN: Activity 6.6: Chapter 20 SmartBook Exercise (in McGraw-Hill Connect)
- SUN: Activity 6.7: Week 5 Final Project Submission Box

## **Week 7 – Evaluations and Reflections**

- WED: Activity 7.1 (Forum): Reflection
- THU: Activity 7.2: Full Final Project - Final Draft
- THU: Activity 7.3: (Forum): Marketing Plan Presentation
- SAT: Activity 7.1 (Forum): Reflection (Response Posts)
- SAT: Activity 7.3: (Forum): Marketing Plan Presentation (Response Posts)

## Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

### Your Instructor Will Expect You to:

- Thoroughly review orientation materials (Start Here) within the first 48 hours of the term.
- Monitor your TU email account **daily** for important updates and announcements.
- Take ownership of your learning experience and act in a proactive, self-directed manner. That means:
  - Fully participate in all learning activities.
  - Complete assignments as described in rubrics or other instructions.
  - Submit all work on time and in the specified format (e.g. APA format for citations).
  - Utilize and incorporate instructor provided feedback to improve your work.
  - Ask questions so you can better understand course material or assignments.
  - Use the highest standards of intellectual honesty and integrity. For details, see the TU Library guide: [Digital Literacy: Netiquette and Internet Safety](#).
  - Treat others respectfully and demonstrate "netiquette" (online politeness and respectfulness) at all times. TU celebrates cultural uniqueness and expects all students to be considerate and thoughtful throughout their learning experiences.

### You Should Expect Your Instructors to:

- Post an introductory announcement/email at the beginning of each week to provide updates and help you prepare for the week's activities.
- Maintain an active and engaged presence in all course activities and throughout the course.
- Respond to your emailed questions within 48 hours, if not sooner.

- Clearly communicate any absences or expected non-participation due to extenuating circumstances. For example, "I will be traveling to attend a funeral this week and may not be able to respond to questions or participate in forums for a couple of days."
- When grading your work:
  - clearly indicate their grading approach (what they like to see in submitted work as well as what types of errors they tend to penalize more harshly),
  - thoroughly review and evaluate your submissions in a timely manner (in less than 5 days for most assignments), and
  - provide constructive feedback on the strengths and weaknesses of your work with suggestions on how you can improve your performance on future assignments.
- Advocate for your success as a learner and help guide you toward successful completion of the course activities and most importantly, attainment of the course learning outcomes.

## **Accommodations (Disability Services)**

The Office of Disability Services supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990. If you need reasonable accommodations due to a documented disability, contact the Office for Equity, Access, & Opportunity via email at [disabilityservices@tiffin.edu](mailto:disabilityservices@tiffin.edu) or by calling 419-448-3021.

## **Technical Support**

For Moodle support, either email [moodlesupport@tiffin.edu](mailto:moodlesupport@tiffin.edu) or call the 24/7 Technical Support Call Center at 855-664-1200 (3430, Option 2, from on-campus). For non-Moodle support, contact the Tiffin University ITS helpdesk at the number above or submit a [support ticket](#).

## **Veterans**

The Veteran and Military Resource Center assists veterans, active Military, and spouses of current service members in utilizing their education benefits. VMRC provides information regarding benefit processes and procedures, as well as support in navigating the transition from military to academic life by facilitating connections with the appropriate support services on campus. More information can be found on the Veteran and Military Resource Center website, at <http://www.tiffin.edu/va>.



## **Additional Support**

If you need to consult an academic advisor refer to TU's [Meet the Team](#) page. For information about TU's peer tutoring program see the Murphy Center's [Tutoring Policies and Procedures](#) page.

## **Comments or Concerns**

TU's online programs are designed to be student *driven*: to empower you with a voice and stake in your learning. Our courses feature multiple and varied ways that you can share feedback, and we invite you to become an active voice and help drive our improvement efforts. In addition to providing in-course feedback, we encourage you to submit questions or comments directly to the online team at [online@tiffin.edu](mailto:online@tiffin.edu).