



# **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:

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 you will need the following materials:

- Levy & Grewal. (2019). Marketing (7th ed). 2 Penn Plaza, New York, NY: McGraw-Hill. ISBN: 978-1-260-42825-4

An electronic version of the above textbook is included with your course fees. A hard copy of the textbook may be available at a discounted rate from the bookstore.

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.

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
SmartBook (15)	45	45	45	45	45	45	0	270
Mini Sims (15)	0	0	0	30	0	15	0	45
Case/Video Case (5)	10	15	15	0	15	5	0	60
Workshop (15)	0	0	0	30	0	0	0	30
Discussion (15)	30	15	30	0	15	15	30	135
Final Project	10	50	50	50	50	50	200	460
<b>Total</b>	95	125	140	155	125	130	230	1000

## Grading Scale

Grade	Percentage
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

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Start Here	<input type="checkbox"/> MON: Class Introductions (Forum)
Week 1:  Overview, Marketing Strategies and the Marketing Plan	<input type="checkbox"/> WED: Activity 1.1: Chapter 1 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> WED: Activity 1.2: Value Creation through the Marketing Mix Video Case (in McGraw-Hill Connect) <input type="checkbox"/> WED: Activity 1.3 (Forum): Marketing Mix (4Ps) (Initial Post) <input type="checkbox"/> SAT: Activity 1.3 (Forum): Marketing Mix (4Ps) (Response Posts) <input type="checkbox"/> SAT: Activity 1.4: Chapter 2 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> SAT: Activity 1.5: Marketing Strategy and the Marketing Plan Video Case (in McGraw-Hill Connect) <input type="checkbox"/> SAT: Activity 1.6 (Forum): Project Idea (Initial Post) <input type="checkbox"/> SUN: Activity 1.6 (Forum): Project Idea (Response Posts) <input type="checkbox"/> SUN: Activity 1.7: Chapter 10 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> SUN: Activity 1.8: Week 1 Final Project Submission Box
Week 2:  Product, Branding, Packaging, Services	<input type="checkbox"/> WED: Activity 2.1: Chapter 11 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> WED: Activity 2.2: Brand Equity Video Case (in McGraw-Hill Connect) <input type="checkbox"/> WED: Activity 2.3 (Forum): Branding & Packaging (Initial Post) <input type="checkbox"/> SAT: Activity 2.4: Chapter 12 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> SAT: Activity 2.5: Understanding New Product Development Video Case (in McGraw-Hill Connect) <input type="checkbox"/> SAT: Activity 2.3 (Forum): Branding & Packaging (Response Posts) <input type="checkbox"/> SUN: Activity 2.6: Chapter 13 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> SUN: Activity 2.7: Service Quality Video Case (in McGraw-Hill Connect) <input type="checkbox"/> SUN: Activity 2.8: Week 2 Final Project Submission Box
Week 3:  Marketing Environments	<input type="checkbox"/> WED: Activity 3.1: Chapter 5 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> WED: Activity 3.2: Chapter 5 Ford Video Case (in McGraw-Hill Connect) <input type="checkbox"/> WED: Activity 3.3 (Forum): SWOT/CDSTEP (Initial Post)

	<ul style="list-style-type: none"> <li><input type="checkbox"/> SAT: Activity 3.3 (Forum): SWOT/CDSTEP (Response Posts)</li> <li><input type="checkbox"/> SAT: Activity 3.4: Chapter 7 SmartBook Exercise (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SAT: Activity 3.5: Chapter 7 B2B Buying Process Video Case (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SAT: Activity 3.6: Chapter 8 SmartBook Exercise (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SAT: Activity 3.7 (Forum): Global Strategy (Initial Post)</li> <li><input type="checkbox"/> SUN: Activity 3.7 (Forum): Global Strategy (Response Posts)</li> <li><input type="checkbox"/> SUN: Activity 3.8: Chapter 8 Market Entry Strategies Video Case (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SUN: Activity 3.9: Week 3 Final Project Submission Box</li> </ul>
<p style="text-align: center;">Week 4: Pricing, Retailing and Omnichannel Marketing</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 4.1: Chapter 14 SmartBook Exercise (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> WED: Activity 4.2: Chapter 14 Pricing Mini Sim (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SAT: Activity 4.3: Chapter 15 SmartBook Exercise (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SAT: Activity 4.4: Pricing Workshop</li> <li><input type="checkbox"/> SAT: Activity 4.5: Chapter 17 SmartBook Exercise (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SUN: Activity 4.4: Pricing Workshop (Assess peers)</li> <li><input type="checkbox"/> SUN: Activity 4.6: Chapter 17 Retail Strategy Mini Sim (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SUN: Activity 4.7: Week 4 Final Project Submission Box</li> </ul>
<p style="text-align: center;">Week 5: Understanding Consumer Characteristics and Behavior</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 5.1: Chapter 3 SmartBook Exercise (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> WED: Activity 5.2: Social Media Metrics Video Case (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> WED: Activity 5.3 (Forum): Digital Marketing (Initial Post)</li> <li><input type="checkbox"/> SAT: Activity 5.3 (Forum): Digital Marketing (Response Posts)</li> <li><input type="checkbox"/> SAT: Activity 5.4: Chapter 6 SmartBook Exercise (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SAT: Activity 5.5: Consumer Decision Process Video Case (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SUN: Activity 5.6: Chapter 9 SmartBook Exercise (in McGraw-Hill Connect)</li> <li><input type="checkbox"/> SUN: Activity 5.7: Segmentation Process Video Case (in McGraw-Hill Connect)</li> </ul>

	<input type="checkbox"/> SUN: Activity 5.8: Week 5 Final Project Submission Box
<p>Week 6: Marketing, Advertising, Public Relations, and Personal Selling</p>	<input type="checkbox"/> WED: Activity 6.1: Chapter 18 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> WED: Activity 6.2: Integrated Marketing Communications Mini Sim (in McGraw-Hill Connect) <input type="checkbox"/> WED: Activity 6.3 (Forum): Advertising (Initial Post) <input type="checkbox"/> SAT: Activity 6.3(Forum): Advertising (Response Posts) <input type="checkbox"/> SAT: Activity 6.4: Chapter 19 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> SAT: Activity 6.5: The Difference between Advertising, PR, and Sales Promotion Video Case (in McGraw-Hill Connect) <input type="checkbox"/> SUN: Activity 6.6: Chapter 20 SmartBook Exercise (in McGraw-Hill Connect) <input type="checkbox"/> SUN: Activity 5.8: Week 5 Final Project Submission Box
<p>Week 7: Marketing Plan, Evaluations, and Reflections</p>	<input type="checkbox"/> WED: Activity 7.1 (Forum): Reflection <input type="checkbox"/> THU: Activity 7.2: Full Final Project - Final Draft <input type="checkbox"/> THU: Activity 7.3: (Forum): Marketing Plan Presentation <input type="checkbox"/> SAT: Activity 7.1 (Forum): Reflection (Response Posts) <input type="checkbox"/> SAT: Activity 7.3: (Forum): Marketing Plan Presentation (Response Posts)

## Tips for Success

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

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements in any given week 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 more information, 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:

In general, your instructors should 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. To accomplish this, your instructors should:

- 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, your instructors should:
  - 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 that indicates the strengths and weaknesses of your work and provides suggestions on how you can improve your performance on future assignments.

## Accommodations

The **Office for 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 419.448.3021 or via email at [disabilityservices@tiffin.edu](mailto:disabilityservices@tiffin.edu).

## Additional Resources & Support

For technical support, either email [moodlesupport@tiffin.edu](mailto:moodlesupport@tiffin.edu) or call the 24/7 Technical Support Call Center at 855-664-1200.

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. Veterans and active military can seek assistance from TU's [Veteran and Military Services Web 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).