

Principals of Marketing

Assistant Professor

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Course Dates:

Course Times: On-line

Location: Moodle online course

Course Description

This course demonstrates the role of marketing in the organization, explores the relationship of marketing to other functions, and helps students learn to make marketing decisions in a global business environment. The course shows how effective marketing builds on a thorough understanding of buyer behavior to create value for customers and how that behavior varies in different country markets. Students learn how to control the elements of the marketing mix-including product policy, channels of distribution, communication, and pricing to satisfy customer needs profitably.

Course Objectives

1. Understand the basics of the 4 P's
2. Understand the term value as it relates to Marketing
3. Understand the sub-components under the Marketing umbrella including Consumer Behavior, Advertising, Sales, Customer Service, Public Relations and Sales Promotions
4. Demonstrate a true understanding of Marketing and its role in today's economy.
5. Understand the differences in Strategic versus Tactical Planning.
6. Understand the steps that go into Marketing Research.
7. Demonstrate a basic understanding of the steps in the Sales process.
8. Understand how advertisers create and implement a message to consumers

Textbook Information

Marketing - Kerin Hartley Rudelius 11 or 12th edition

Email/Communication Policy

Students can expect emails to be returned within a 24 hour time period. Vise-versa, the instructor for this course expects the same. Emails are the primary communication tool for this on-line course.

Online Course

Weekly readings, activities, and assignments will be listed in Moodle. If you have any problems accessing Moodle please contact Dr. Lori McClaren, Executive Director of the School of Professional Studies at 919-508-2367.

All online courses in the School of Professional Studies are fully online and require the use of Moodle. Weekly readings, activities, and assignments will be listed in Moodle. You should expect to spend on average 10-15 hours per week on an individual 3-credit course. This includes all the readings, posts and assignments as well as being actively engaged in the discussions on the message boards. You should expect to log into the course daily, or at least 4-5 times per week. If you have any problems accessing Moodle please contact Dr. Lori McClaren, Director of Online Learning at 919-508-2367.

Late Assignments

*Late assignments **will not** be accepted. Students with serious, mitigating circumstances that prevent them from completing assignments on time should contact the instructor as soon as possible - **prior to the assignment deadline**. Students who find themselves in this situation should be prepared to provide documentation/verification of the circumstances that prevent them from submitting work on time. In these cases a contract will be established outlining the conditions for an extension.*

Missed Work / Late Work Policy

Missing homework, discussion posts and or exam/quizzes will be an automatic zero in any on-line course.

Proctoring Policy [for online courses only; must be included]

All online courses at William Peace University require two (2) proctored exams or activities. Any student who fails BOTH proctored exams/activities will receive an automatic failing grade in the course, regardless of any other grades received. For more information on proctoring options, please see: http://www.peace.edu/wp-content/uploads/Proctoring-Options-for-Online-Students_2016.pdf.

Honor Code

The Honor Code represents the important values of integrity and accountability to the University community. It sets the standard for personal behavior. All new students are given the opportunity to sign the Honor Code to indicate their commitment, but all students are

bound by it because of their membership in the William Peace University community. (Go to www.peace.edu to review the *Community Conduct Code*.)

On my honor as a William Peace University student, I will not lie, cheat, or steal, nor will I condone the actions of those who do.

Academic Integrity

William Peace University takes academic integrity seriously. It is expected that students are familiar with the University Honor Code and that they strive to embody its principles in their work. Students should be aware that there is a process by which violations of academic integrity are adjudicated.

Academic integrity requires that all members of the University community pursue learning with honesty and responsibility. Violations of academic integrity include:

- **Cheating** (using or attempting to use unauthorized materials, information, or study aids in academic work or in working with others on academic requirements (tests, assignments, etc.).
- **Plagiarism** (representing the words or ideas of another as one's own in any academic work).
- **Falsification** (falsification or invention of any information or citation in academic work).
- **Facilitating academic dishonesty** (helping or attempting to help another student to commit an act of academic dishonesty as noted above).
- **Lying** (misrepresenting information that is relevant to the classroom or academic performance).

Procedure for Handling Violations

The instructor will meet with the student(s) involved, send an email response, or note the matter on a graded assignment and clearly state the nature of the charge. Each professor has the option to institute sanctions for a first offense but is also required to submit a report to the Vice President for Academic Affairs. The type of infraction (e.g. unintentional plagiarism versus blatant cheating on a test) will determine the severity of the sanction. A professor's course syllabus will explain his or her penalties for a violation of academic integrity, such as a zero or "F" for a specific assignment or an automatic "F" for the entire course.

The student is under no pressure, overt or implied, to admit responsibility. A student cannot withdraw from a course in which a decision about the violation of academic integrity is pending. When a decision has been made, the accused student(s) may choose to appeal using the academic grade appeal process.

The Vice President of Academic Affairs will keep records of all violations which remain a part of a student's permanent record. For each violation the VPAA usually sends a letter to the student, which serves to note the infraction, remind about the importance of academic integrity, and warn about the consequences of future infractions.

Tutorial Services

Peer Tutoring is available for all WPU students free of charge. Support is offered in many subjects, including anthropology, biology, business, chemistry, criminal justice, history, math, political science, psychology, simulation and game design, and writing. Free workshops on study skills and documentation styles like MLA and APA are also offered each semester. Tutorial Services also has many resources on studying, citation, grammar, and other academic topics. Students can sign up for individual appointments using WPUConnect or in person at the Center for Student Success, located in the 2nd floor of Finch Library. For more information, contact Dr. Deanna Rogers, Director of Academic Support, at drrogers@peace.edu or 919-508-2080.

Disability or Learning Services

Disability Services are available to all WPU students who require reasonable accommodations due to any cognitive, physical, or psychological disability, in order to provide equal access to the educational environment. Students will need to be certified with the Disability Services Office and provide appropriate documentation to receive an Academic Accommodation Plan. For more information or to become certified, please contact a counselor in the Disability Services Office, which is located on the 1st Floor of Joyner House. You may also reach Disability Services by sending an email to Disability@peace.edu.

Attendance Policy

William Peace University students are expected to attend all classes and laboratories for which they are registered, believing that regular class attendance and participation are an essential part of a student's educational program. However, the University's policy is that students may not miss more one (1) class in a 7-week session or two (2) classes in a 15-week session or the student is subject to course failure. It is the responsibility of the student to meet the attendance policy.

All members should arrive on time for classes and activities and leave when dismissed. Students who must arrive or depart a class early should notify the instructor prior to class and do so with minimal disruption to the class. Attendance and conduct-related problems may be reported to the Vice President of SPS or designee.

Class Participation

This class is designed to foster discussion and interaction. Students are responsible for participating in this online course by completing all homework assignments on-time, answering all discussion posts on-time and responding to emails within a 48 time period. It is your responsibility to actively participate in class. Simply being present in class is not sufficient and not participating will severely hurt your overall grade.

Incompletes

An Incomplete is appropriate for a student that has been making steady, successful progress in a course and has an unexpected, verifiable mitigating circumstance at the end of the semester which precludes them from completing the last assignment or exam. Poor time management is not an appropriate reason to request an Incomplete.

Assignments and Grading

All assignments, quizzes, and discussions, unless otherwise stated, are due by Day 7 (Sunday) of the assigned week (NO EXCEPTIONS).

The course grading is based on 1,000 total points possible, and is as follows:

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 59 and below

As much as possible, the following general criteria will apply to all assignments:

- Put your heart into your assignments! It is important that you address the question/assignment/task. If you do not respond to the questions, then you have not met the technical requirements.
- In addition to meeting the technical requirements, other evaluative criteria include accuracy, scope, and comprehensiveness. Don't shoot from the hip. Check your facts. Clear logic and organization of thought and writing is critical. Clarity of writing and presentation style is required. Can I understand your argument, do you support your points with research and relevant ideas, how convincing are you?

- In addition, evaluation criteria will include attention to syntax, spelling, paragraph structure, and acceptable referencing procedures (where appropriate). The American Psychological Association's Publication Manual is the recommended style manual for written work. Try to avoid sexist language in your work. Remember, late papers/projects cannot earn full credit.