U216-311: Principles of Marketing

**Course Format:** Online

**Course Facilitator:** Lynne Cole, M.B.A

**Course Author/s:** Lynne Cole, M.B.A

**Course credits:** 3

**Pre/Corequisites:** None; Appropriate for second-year or higher college students.

**Course Description:** Principles of marketing is an introductory course that presents basic marketing theory, the marketing concept, the marketing mix, methods of marketing research, target marketing, the marketing environment, and the effect of social media on marketing.

**Required Course Materials**

**Course Learning Objectives**
- Describe the marketing concept
- Identify consumer decision-making processes
- Describe methods of conducting marketing research
- Summarize the components of the marketing mix (4 Ps)
- Explain the ways companies divide the consumer market into segments to be used as target markets
- Describe ethics and social responsibility in marketing
- Describe business marketing
- Identify factors to consider in global marketing decisions
- Describe factors that influence individual consumers’ purchase decisions
- Recognize environmental factors that impact companies marketing decisions
- Describe the growing role of social media in marketing
- Apply marketing knowledge to everyday life and career goals

**Course Overview**

<table>
<thead>
<tr>
<th>UNIT #</th>
<th>UNIT TOPIC</th>
<th>EVALUATED ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing Tasks, Responsibilities, and Environment</td>
<td>Written Assignment</td>
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<tr>
<td>2</td>
<td>Strategic Planning for Competitive Advantage and Developing a Global Vision</td>
<td>Written Assignment, Unit Quiz</td>
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<tr>
<td>3</td>
<td>Consumer Decision Making</td>
<td>Written Assignment, Unit Quiz</td>
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<tr>
<td></td>
<td>Article Report</td>
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<tr>
<td>4</td>
<td>Business Marketing and Services Marketing</td>
<td>Written Assignment, Unit Quiz</td>
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<tr>
<td>5</td>
<td>Segmenting and Targeting Markets</td>
<td>Written Assignment, Unit Quiz</td>
</tr>
<tr>
<td>6</td>
<td>Marketing Research</td>
<td>Written Assignment, Unit Quiz</td>
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<tr>
<td>7</td>
<td>Product Concepts, Development and Management</td>
<td>Written Assignment, Unit Quiz</td>
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<td></td>
<td>Article Report and Midcourse Exam</td>
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</tr>
<tr>
<td>Unit</td>
<td>Title</td>
<td>Assignments</td>
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<tr>
<td>8</td>
<td>Marketing Channels and Retailing</td>
<td>Written Assignment, Unit Quiz, Retailing Mix Project</td>
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<tr>
<td>9</td>
<td>Marketing Communications</td>
<td>Written Assignment, Unit Quiz, Article Report</td>
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<tr>
<td>10</td>
<td>Advertising, Public Relations, and Sales Promotion</td>
<td>Written Assignment</td>
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<tr>
<td>11</td>
<td>Pricing Decisions</td>
<td>Written Assignment, Unit Quiz</td>
</tr>
<tr>
<td>12</td>
<td>Social Media and Marketing</td>
<td>Written Assignment, Unit Quiz</td>
</tr>
</tbody>
</table>

**Evaluation Methods**

Your final grade will be based on your performance on the following:

1. Written Assignments (45%)
2. Unit Quizzes (10%)
3. Article Reports (10%)
4. Projects (10%)
5. Exams (25%)

**Written Assignment (45%)**
This course consists of 12 written assignments comprised of essay questions about the chapter readings and unit study notes.

**TIP** Extra Credit (OPTIONAL): Unit 12 provides an Extra Credit opportunity to earn up to 25 points to be added to the overall score of the Unit 12 written assignment. NOTE: Extra Credit must be submitted ALONG WITH the Unit 12 written assignment.

**Unit Quizzes (10%)**
Certain units in this course contain quizzes along with the written assignments. There are a total of 10 unit quizzes, each containing multiple choice, true/false, and/or matching questions. The unit quizzes are open book/open note.

**Article Reports (10%)**
To help tie together concepts from the different units, there are 4 article reports. The article reports are each 1-2 pages in length and cover topics from the following units:

1. Article Report 1: Topics from units 1-3
2. Article Report 2: Topics from units 4-6
3. Article Report 3: Topics from units 7-9
4. Article Report 4: Topics from units 10-12

**Projects (10%)**
There are two projects that will be completed in this course:

- Retailing Mix Project:
  - This project focuses on the relationship between strategic retailing factors and consumer perceptions. It is recommended that students complete this project after unit 8.

- Personal Marketing Plan Project:
This project pulls together concepts from the entire course to have you market yourself in order to get the career you desire. It is suggested that students complete this project after unit 12. However, it is recommended that students begin preparing for this project starting after unit 6.

**Exams (25%)**

Final grades for this course will also consist of two exams.

- **Midcourse Exam:**
  - 100 multiple choice and true/false questions
  - Covers units 1-6.
  - The exam is proctored and is **2 hours** long.
  - Before taking the Midcourse Exam, written assignments 1-6, quizzes from units 1-6, and article reports 1 and 2 must be submitted.
  - Since only content from the first six units is tested on the Midcourse exam it is recommended to take this exam after unit 6 and before progressing on to the next unit.

- **Final Exam:**
  - 100 multiple choice and true/false questions
  - Covers units 7-12.
  - The exam is proctored and is **2 hours** long.
  - Before taking the Final Exam all written assignments, unit quizzes, and article reports as well as the Retailing Mix project and Personal Marketing Plan project must be submitted.

**IMPORTANT** Both the Midcourse and Final Exams are closed book and no notes are allowed. You are allowed one blank sheet of paper to use as scratch paper while taking the exams.

**Grading Scale**

The following grading scale is used to evaluate all course requirements and determine your final grade:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>93–100</td>
</tr>
<tr>
<td>AB</td>
<td>88–92.9</td>
</tr>
<tr>
<td>B</td>
<td>83–87.9</td>
</tr>
<tr>
<td>BC</td>
<td>78–82.9</td>
</tr>
<tr>
<td>C</td>
<td>70–77.9</td>
</tr>
<tr>
<td>D</td>
<td>60–69.9</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
</tr>
</tbody>
</table>

**Pass/Fail Option**

Students who enroll in an Independent Learning (IL) course under the pass/fail option will receive a final grade of **S** in place of a final grade equivalent to an A, AB, B, BC, or C and a final grade of **U** in place of a final grade equivalent to a D or F.

**Program Policies and Statements**

**Course Faculty Statement:** The IL program enlists qualified UW faculty to develop and facilitate IL courses within their content area of expertise. There are two categories of IL faculty: Course Authors lead course development, and Course Facilitators support students enrolled in IL courses. Similar to course instructors, Course Facilitators evaluate and provide feedback on submitted coursework and respond to student inquiries regarding course content or evaluation.
Please note that, while typically occurring during summer months, Course Facilitator transitions can occur at any time even when students are in the process of completing an IL course. Students will be notified of any Course Facilitator changes via email and communication embedded in their online course. Our goal is to make Course Facilitator transitions as smooth as possible to avoid disrupting students in the process of completing a course.

**Evaluation of Student Work Statement:** Course Facilitators are committed to providing students with timely feedback of submitted work. Students should expect to receive feedback within 3 business days, exclusive of holidays. For example, if a student submits an assignment on Thursday, that student should expect to receive feedback on the assignment from a Course Facilitator by midnight on Tuesday of the following week. On occasion, a Course Facilitator may experience higher-than-usual volumes of submitted work from students enrolled in the course and may need additional time for evaluation. Course Facilitators will notify students of any anticipated delays via email and communication embedded in their online course. Students should reach out to our Student Services team at il@uwex.edu with any concerns regarding the timeliness of Course Facilitator feedback.

**Student Work Submission Policy:** Students are strongly encouraged to wait for Course Facilitator feedback on submitted work before proceeding in the course to ensure that their work aligns with expectations and to allow time for revisions, if needed. We therefore discourage students from submitting multiple items for feedback at once. Students who submit multiple items in the same day can expect to receive feedback on the first submission within 3 business days, exclusive of holidays. Remaining work will be evaluated in order of submission with an adjusted timeline. For example, if a student submits 3 written assignments on Tuesday, the student should expect to receive feedback on the first assignment on or before midnight on Friday, on the second assignment 3 business days after that, and on the third assignment 3 business days after that. Please note that opportunities for revision are at the discretion of the Course Facilitator.

**Grade Appeals Policy:** Students who wish to appeal an assignment, quiz, exam, or any other grade should follow the IL grade appeals policy:

1. Email a written statement, outlining your appeal and addressed to your Course Facilitator who assigned the grade, to our Student Services team at il@uwex.edu. If a disputed grade is the result of a clerical or computational error, the Program Manager of IL at UW-Extension may adjust the grade under appeal after consultation with the Academic Coordinator of the department responsible for facilitating your course. If the appeal falls outside of clerical or computational error, your Course Facilitator will respond to your appeal in writing (attached to an email) within 3 business days, exclusive of holidays.
2. If you are not satisfied with your Course Facilitator’s response to your appeal, you may email a written statement of appeal to the Program Manager of IL at UW-Extension at il@uwex.edu. The Program Manager will refer the matter to a hearing committee, appointed by UW-Extension’s Dean of Continuing Education, Outreach and E-Learning, as well as the academic dean of the UW institution having major responsibility for the IL course in question.
3. The hearing committee will request relevant information from the Course Facilitator in response to your appeal, including the grading criteria used. The hearing committee will then forward its decision, which will be final, to UW-Extension’s Dean of Continuing Education, Outreach and E-Learning (or designee), who will share the decision with the Program Manager of IL and the Academic Coordinator of the department responsible for facilitation of your course. The Program Manager of IL will notify you of the final decision.
**Course Pacing Statement:** All IL courses offered by UW-Extension follow an asynchronous, self-paced model that affords students flexibility to enroll in courses at any time outside of traditional academic calendars and set their own learning schedule upon enrollment. Students have 12 months* from their course registration processing date to complete their course, with an option to extend in 3-month intervals up to a total of 18 months with approval and associated fees.

*Concurrently enrolled high school students who are taking an IL course to both meet a high school requirement and gain college credit or who are enrolled through Wisconsin’s Youth Options program have a set deadline for course completion (typically 3 months).

**Course Pacing Recommendations:** This course includes a pacing guide to support course completion within 3 months. Similar to a traditional on-campus course, each credit hour of an IL course correlates with class hours. Students are expected to put in 2 to 3 hours of work on the course per week for every class hour. For example, a 3-credit IL course would correspond to 9 to 12 hours per week over a 3-month period (3 hours of class time plus 6 to 9 hours of additional study time per week). Similarly, a 4-credit IL course would correspond to 12 to 16 hours per week over a 3-month period (4 hours of class time plus 8 to 12 hours of additional study time per week). Students aiming to complete this course at a slower pace can adjust the pacing guide accordingly (e.g., adjusting the weekly effort from 9 hours per week to 6 hours per week). Students aiming to complete this course at a quicker pace than the minimum course pace listed below must seek prior approval by submitting a written request to our Student Services team at il@uwex.edu. The Student Services team will collaborate with your Course Facilitator and respond to you within 3 business days with an approval or denial of your request, including next steps for you to follow.

- **Minimum Course Pace:** 3 months
- **Maximum Course Pace:** 18 months (includes two approved extensions and associated fees)

**Course Sequence Policy:** The Course Author(s) strategically designed this course to maximize student learning in alignment with course objectives. As such, students are strongly encouraged to proceed through the course and complete all requirements following the sequence in which they are presented. Course Facilitators will evaluate only those course requirements completed and submitted by the student.

Any skipped course requirement will earn a point value of 0 unless the student secures pre-approval from the Course Facilitator to complete the course requirement out of sequence.

For example, if a student skips a required course assignment from Module 4 and moves on to submit the next required course assignment from Module 5, the student earns a grade on the Module 5 assignment and earns a 0 on the Module 4 assignment.

**Exam Policy:** This course requires all students to complete exams online with our proctoring service. When taking the exam using the online proctoring service, students will need access to a webcam and a microphone. If students need help with these requirements they can reach out to Student Services for help. Students receive two attempts on each exam. If you elect to take a second attempt, the highest score of both exams will be recorded.
Final Grade Policy: Students may request and, upon approval, pay for extensions in 3-month intervals up to a total of 18 months from their original date of registration to secure additional time to complete outstanding course requirements. When an extension is granted, Course Facilitators will calculate final grades for these students upon expiration of the 15- or 18-month window or upon completion of the course, whichever happens first.

Accessibility Statement: Students with documented disabilities have the right to request information and necessary accommodations from the University as stipulated in Section 504 of the Rehabilitation Act and in the Americans with Disabilities Act. Students interested in requesting academic accommodations must contact our Student Services team at il@uwex.edu or 1-877-UW-LEARN (895-3276) to begin the application process. Please be advised that the eligibility determination process and, upon approval, implementation of accommodations could take several weeks. It is important for students to be proactive and initiate the process early in order to ensure that accommodations are in place by the time they will be needed.

Academic Integrity Statement: Academic integrity is critical to the mission of the UW-Extension and the IL program. Students are expected to be independently familiar with University of Wisconsin System’s Student Academic Disciplinary Procedures and to recognize that their work in the course is to be their own original work that truthfully represents the time and effort applied. Violations are most serious and will be handled in a manner that fully represents the extent of the law and that suits the seriousness of its violation.