



U216-311: Principles of Marketing

Course Format: Online

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Course Credits: 3

Course Level: Intermediate

Prerequisites: None. Appropriate for second-year or higher college students.

Course Description:

Principles of Marketing is an introductory course that presents basic marketing concepts, the marketing mix, corporate social responsibility, global marketing, consumer decision-making, market segmentation, target marketing, and marketing research.

Required Course Materials

McDaniel, C., Hair, J., & Lamb, C. W. *MKTG 13* (13th edition) Cengage Learning. ISBN: 9780357127834

Students only need to purchase MindTap access as it comes with an eBook. Please note your access only lasts for 6 months. Access codes are available for purchase from our bookstore, otherwise, you can [purchase MindTap directly through Canvas](#).

Hardware Requirements:

You will need a webcam, speakers, and a microphone. You will complete your exams through an online proctor, requiring all three components.

Course Learning Objectives

- Describe the marketing concept.
- Recognize environmental factors that impact companies' marketing decisions.
- Describe ethics and corporate social responsibility in marketing.
- Summarize the components of the marketing mix (4 Ps).
- Identify factors to consider in global marketing decisions.
- Explain consumer decision-making behavior.
- Identify factors that influence consumer buying decisions.
- Describe the characteristics that distinguish services from goods.
- Explain the importance of market segmentation.
- Explain the strategies for targeting market segments.
- Describe the importance of marketing research to marketing decision-making.
- Describe the product life cycle (PLC)



- Describe social media and their relationship to marketing communication.
- Apply marketing concepts to your own consumer behavior.

Course Overview

UNIT #	TOPIC	EVALUATED ACTIVITIES
1	Marketing Overview, Ethics, and Environment	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection discussion
2	Strategic Planning and Global Marketing	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection discussion
3	Consumer Decision Making	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection Purchase Self Reflection
4	Business and Services Marketing	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection discussion
5	Segmenting and Targeting Markets	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection discussion
		Midcourse Exam
6	Marketing Research	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection discussion
7	Product- Branding, Packaging, Product Life Cycle (PLC)	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection discussion
8	Place and Price- Retailing and Pricing Concepts	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection discussion



9	Promotion- Marketing Communication, Advertising, Public Relations, and Sales Promotion	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection discussion
10	Social Media and Marketing	MindTap activities, Unit Quiz, Written Assignment, Consumer Connection discussion
		Final Exam

Evaluation Methods

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

1. Written Assignments (55%)
2. MindTap activities (5%)
3. Consumer Connection discussions (5%)
4. Unit Quizzes (5%)
5. Exams (30%)

Written Assignment (55%)

This course consists of 11 written assignments (10 unit assignments and a Consumer Connection Purchase Self-Reflection in Unit 3). Written assignments allow you to apply concepts from the units. Written assignments 2, 5, 8, 9, 10 have higher point values to reflect higher content complexity.

Each written assignment uses a template with highlighted text areas indicating where to type your responses. You'll be expected to follow the formatting in the template and use correct spelling and grammar. All written assignments must be submitted as a Word document.

MindTap activities (5%)

This course includes MindTap activities you'll complete to allow you to practice concepts from the textbook chapters. You will accumulate points throughout the course as you complete the MindTap activities in each unit.

Consumer Connection discussions (5%)

This course consists of 9 graded Consumer Connection discussions. Consumer Connection discussions allow you to share and reflect on your personal experiences as consumers and review the contributions of classmates and learn from their ideas.



Unit Quizzes (5%)

This course consists of 10 Unit Quizzes. Unit Quizzes allow you to check your understanding and review important concepts. Quizzes will be comprised of 10 or 15 questions, to correlate with the number of textbook chapters covered in the unit.

Note: Unit 5 Quiz will give you the chance to practice using the Proctorio Exam Proctoring Software before you take your Midcourse Exam.

Exams (30%)

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

- Midcourse Exam:
 - 100 multiple-choice and true/false questions
 - Covers units 1–5.
 - The exam is proctored and is **2 hours** long.
 - Before taking the Midcourse Exam, written assignments 1–5 must be submitted.
 - Because only content from the first five units is tested on the Midcourse exam, it is recommended to take this exam after unit 5 and before progressing on to the next unit.
- Final Exam:
 - 100 multiple-choice and true/false questions
 - Covers units 6-10.
 - The exam is proctored and is **2 hours** long.
 - Before taking the Final Exam all written assignments, MindTap activities, Consumer Connection discussions, and Unit Quizzes must be submitted.

Exam Policies:

- Midcourse and Final Exams are closed book and no notes are allowed. All other resources, including any other electronic devices and online resources, are strictly prohibited.
- The exam must be completed individually; you are not allowed to communicate (verbally or nonverbally) with another individual at any point during the test, with the exception of the course facilitator.
- The Academic Integrity Policy you agreed to at the beginning of the course will be in effect.

Exam Method: Online with Proctoring

This course requires all students to complete exams online with a proctoring service. Students receive one attempt on each exam.

Coursework Time Estimate

The estimated time commitment is approximately 9.5 hours per unit. Please note that actual completion time will vary based on the individual. Some units may take more or less time to complete.

Grading Scale

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

A = 93–100	B = 83–87.9	C = 70–77.9	D = 60–69.9
AB = 88–92.9	BC = 78–82.9		F = Below 60

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.