

U216-311: Principles of Marketing

Course Format: Online

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Course credits: 3

Prerequisites: None

Course Level: Intermediate; 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

- McDaniel, C., Hair, J., & Lamb, C. W. (2018). *MKTG 12*, (12th edition) Cengage Learning. ISBN-13: 978-1337407588

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
- 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

UNIT #	UNIT TOPIC	EVALUATED ACTIVITIES
1	Marketing Tasks, Responsibilities, and Environment	Written Assignment
2	Strategic Planning for Competitive Advantage and Developing a Global Vision	Written Assignment
3	Consumer Decision Making	Written Assignment
		Article Report
4	Business Marketing and Services Marketing	Written Assignment
5	Segmenting and Targeting Markets	Written Assignment
6	Marketing Research	Written Assignment
		Article Report and Midcourse Exam

UNIT #	UNIT TOPIC	EVALUATED ACTIVITIES
7	Product Concepts, Development and Management	Written Assignment
8	Marketing Channels and Retailing	Written Assignment Retailing Mix Project
9	Marketing Communications	Written Assignment Article Report
10	Advertising, Public Relations, and Sales Promotion	Written Assignment
11	Pricing Decisions	Written Assignment
12	Social Media and Marketing	Written Assignment Article Report, Personal Marketing Plan, and Final Exam

Evaluation Methods

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

- 1) Written Assignments (45%)
- 2) Article Reports (10%)
- 3) Projects (15%)
- 4) Exams (30%)

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.

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 (15%)

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 (30%)

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.

Exam Method: Online with Proctoring

This course requires all students to complete exams online with a proctoring service. Students receive two attempts on each exam. If you elect to take a second attempt, the highest score of both exam will be recorded.

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.