# Wayland Logo

WBU Virtual Campus

School of Business

# 2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MKTG 3312-VC02, Principles of Marketing

# **4. TERM**:

Fall 1 - 2020

# **5. INSTRUCTOR**:

Dr. Dawn Olson

# **6. CONTACT INFORMATION**:

Office phone: Cell (615) 856-5842 - NO TEXT MESSAGES, Please leave a message, I have various class times and meeting responsibilities.

WBU Email: [dawn.olson@wayland.wbu.edu](mailto:dawn.olson@wayland.wbu.edu)

# **7. OFFICE HOURS, BUILDING & LOCATION**:

M/T/W/TR - 3:00pm-5:00pm, Sunday - by appointment

Friday - no office hours, phone appointments available if needed.

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: Virtual course, no set times required.

# **9. CATALOG DESCRIPTION**:

Marketing functions of the firm and the impact of consumer and industrial buying behavior. Variables of the marketing mix: product, price, physical distribution, channels of distribution, advertising, personal selling, and sales promotion. Economic, social, ethical, technological, and legal influences on marketing decision-making.

# 10. PREREQUISITE:

None

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Marketing 12 | Lamb | 12th | 2019 | Cengage | 9781-33740-7588 | 6/14/18 |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Identify and explain concepts that involve marketing concepts to create a marketing plan
* Explain and apply the marketing mix concepts to improve marketing effectiveness
* Define and apply ethics and social responsibility in marketing
* Articulate and recommend marketing concepts to improve or establish competitive advantages

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

**(Include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth)**

|  |  |  |
| --- | --- | --- |
| Personal Introduction | 1 at 25 points | 25 |
| Weekly Discussion | 8 at 25 points each | 200 |
| Activities | 4 at 50 points each | 200 |
| Non-traditional Marketing Plan | 75 points for each section of the plan (3 sections),  100 points for the presentation | 325 |
| Mid-term and Final Exam | Exams are 125 points each | 250 |
|  | **TOTAL COURSE POINTS** | **1000** |

**Grading Criteria**

This course will challenge your writing, editing, and research skills. You have four key assignment areas for this course.

**A. Introductions & Discussions** – Every week we will be discussing a different topic related to the chapter concepts. This will be a full group discussion in which participation is required.  You will receive points based on the thoroughness of your response using examples and quotes. If you include a reference, it must be cited according to APA style. Your response to the questions should be a minimum of 200 words. **(20 points each)**

**Response to classmate** - You will be required to respond to your classmates in the main discussion area.  This grade is in addition to the grade for your individual posts.  You must post a minimum of **one** substantive posts to a classmate.  Simply writing "great answer" or “I agree” will not count.  Your response should include a source to support your counter-argument or statement of support. All sources must be cited according to APA style. Your response should be a minimum of 100 words. **(5 points each)**

**B. Activities -** These assignments may include an analysis of the situation, application of chapter contents as they relate to the topic, company examples and recommendations based on the concepts presented in the relevant chapter. (**50 points each**)

**C.**  **Non-traditional Marketing Plan** - For this plan you will chose a non-profit or cause and plan an event identifying each the marketing mix variables. There are three parts: Product and Price strategy, Distributional strategy, and Promotional strategy. In the last week, you will record a video presentation of your marketing plan. Additional instructions and templates will be provided in the weekly lesson folders during weeks 5-8. **(325 points)**

**D. Tests - Mid-Term/ Final Exam -** The mid-term exam will cover chapters 1-9 and will be completed during week four. The final exam will be a multiple choice exam testing concepts learned throughout chapters 10 - 16, and 18. This will be completed online in Blackboard and will be a timed test. NO LATE EXAMS will be accepted unless there are extenuating circumstances.  **(250 points)**

**17.1 Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Dates** | **Tasks** | **Assigned Reading** |
| 1 | Aug. 17- 23 | Introductions  DQ 1  Activity: SWOT Analysis | Ch. 1 & 2 |
| 2 | Aug. 24 - 30 | DQ 2  Activity: Environmental Scan | Ch. 3 & 4 |
| 3 | Aug. 31 – Sept. 6 | DQ 3  Activity: Consumer Decision Process | Ch. 5 - 7 |
| 4 | Sept. 7 - 13 | DQ 4  Activity: Identifying the Target Market  **Mid-Term Exam (Ch. 1-9)** | Ch. 8 & 9 |
| 5 | Sept. 14 - 20 | DQ 5  Marketing Plan: Product and Pricing Strategy | Ch. 10-12, 19 |
| 6 | Sept. 21 - 27 | DQ 6  Marketing Plan: Distribution Strategy | Ch. 13 & 14 |
| 7 | Sept. 28 – Oct. 4 | DQ 7  Marketing Plan: Promotion Strategy | Ch. 15, 16, 18 |
| 8 | Oct. 5 – 11 | DQ 8  Marketing Plan Presentation  **Final Exam** **– (Ch. 10-16, 18-19)** |  |

# 19. ADDITIONAL INFORMATION

A. **Late Policy** – any assignment turned in after the due date will be subject to a 10% per day reduction of points.

B. Absences **resulting in missed due dates** - If you are unable to complete assignments before the due date, you must notify me immediately. Unexcused absences will result in a zero for that assignment.

C. Grading **period** - On average, assignments are graded within one week of being submitted. All assignments will receive feedback in Blackboard.

D. Questions **about coursework** - Please contact me anytime with course questions or concerns via email. Please call only during my office hours listed in the previous section.