



## **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:**

Spring I - 2021

Dates: Jan. 11, 2021 - March 9, 2021

## **5. INSTRUCTOR:**

Professor Dawn Olson, MBA, EdD

## **6. CONTACT INFORMATION:**

Office phone: (615) 754-4751 (Home office - no texting)

WBU Email: [Dawn.Olson@wayland.wbu.edu](mailto:Dawn.Olson@wayland.wbu.edu)

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

M/W/F - 1:00 pm - 5:00 pm

T/R - 3:00 pm - 5:00 pm

All office hours are virtual. Additional hours are available by appointment.

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

Meeting day & time: Online, various times

## **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
<u>Marketing 12</u>	Lamb	12 <sup>th</sup>	2019	Cengage	9781-33740-758 8	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

#### Additional learning objectives:

- Identify and explain the following important concepts in marketing: the role of marketing in society and in the firm, the various factors that influence marketing decision –making, and the product life cycle.
- Define marketing terminology including terms, concepts, and frameworks used by marketing managers.
- Apply the management principles of planning, implementation, and control to marketing development, distribution, pricing, and promotion of goods/services.
- Demonstrate the role of ethics and social responsibility in marketing.
- Identify and apply appropriate marketing segmenting techniques.
- List and be able to conduct analysis with regard to creative selection of target markets and blending decisions related to product, price, promotion, and place (the marketing mix) to meet the needs of a target market.
- Utilize and demonstrate the use of library tools, including the Internet, in conducting marketing research.
- Identify and describe the components of personal selling.
- Identify the major decision areas under marketing responsibilities, the basic interrelationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses.
- Describe the link between wholesalers, retailers, and other channels of distribution.
- Differentiate between domestic and international marketing concepts and opportunities.

- Discuss the importance of advertising in interacting with all levels of customers including wholesaler, retailer, and end user.

**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:**

**Course Points - 1000**

Personal Introduction	1 at 25 points	25
Weekly Discussion	8 at 25 points each	200
Activities	3 at 50 points each	150
Non-traditional Marketing Plan	This is a six part assignment that focuses on non-traditional marketing for a non-profit organization planning for a new program or service. Pt 1 - Organization choice (25 pt) Pt 2 - Target market (50 pt) Pt 3 - Product/service and Pricing (50 pt) Pt 4 - Distribution Strategy (50 pt)	375

	Pt 5 - Promotion Strategy (50 pt) Pt 6 - Paper (75 pt) and Presentation (75 pt)	
Mid-term and Final Exam	Exams are 125 points each	250
	<b>TOTAL COURSE POINTS</b>	<b>1000</b>

**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. 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 post should be a minimum of 250 words. (15 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 two substantive posts to your classmates. Simply writing "great answer" or "I agree" will not count. If you include a reference, it must be cited according to APA style. Your response should be a minimum of 150 words. (10 points each)

**B. Activities** - These three 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 choose a non-profit organization and write a marketing plan for a new program or service. There are six parts: (1) Organization choice and explanation of new program or service; (2) Target Market; (3) Product and Price strategy, (4) Distribution strategy, (5) Promotion strategy and (6) Paper and Presentation. Additional instructions and templates will be provided in the weekly lesson folders. (375 points total)

**D. Tests - Midterm/ Final Exam** - The midterm exam will cover chapters 1-7 and will be completed during week three. The final exam will be a multiple choice exam testing concepts learned throughout chapters 8 - 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. (125 points each - total of 250 points)

**17.1 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	Readings	Assignments	Due Dates
1 - Jan. 11 - 17	Ch. 1-2	<ol style="list-style-type: none"> <li>1. Introductions</li> <li>2. DQ 1</li> <li>3. SWOT Analysis Activity</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Due on Jan 13</i></li> <li>2. <i>Response due Jan 13, replies Jan 17</i></li> <li>3. <i>Due on Jan 16</i></li> </ol>
2 - Jan. 18 - 24	Ch. 3-4	<ol style="list-style-type: none"> <li>1. DQ 2</li> <li>2. Environmental Scan Activity</li> <li>3. MP - Part 1 - Choose organizations for Non-traditional Marketing Plan</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Response due Jan 20, replies Jan 24</i></li> <li>2. <i>Due on Jan 23</i></li> <li>3. <i>Due on Jan. 22</i></li> </ol>
3 - Jan. 25 - 31	Ch. 5-7	<ol style="list-style-type: none"> <li>1. DQ 3</li> <li>2. Consumer Decision Process Activity</li> <li>3. <i>Mid-term Exam (Ch. 1-7)</i></li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Response due Jan 27, replies Jan 31</i></li> <li>2. <i>Due on Jan 30</i></li> <li>3. <i>Due on Jan 31</i></li> </ol>
4 - Feb. 1 - 7	Ch. 8-9	<ol style="list-style-type: none"> <li>1. DQ 4</li> <li>2. MP - Part 2 - Target Market</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Response due Feb 3, replies due Feb 7</i></li> <li>2. <i>Due on Feb. 5</i></li> </ol>
5 - Feb. 8 - 14	Ch. 10-12	<ol style="list-style-type: none"> <li>1. DQ 5</li> <li>2. MP - Part 3 -</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Response due Feb 10, replies due Feb 14</i></li> </ol>

		Product/Service and Pricing Strategy	<i>2. Due on Feb. 12</i>
6 - Feb. 15 - 21	Ch. 13-14	1. DQ 6 2. MP - Part 4 - Distribution Strategy	<i>1. Response due Feb 17, replies due Feb 21 2. Due on Feb. 19</i>
7 - Feb. 22 - 28	Ch. 15-16	1. DQ 7 2. MP - Part 5 - Promotion Strategy	<i>1. Response due Feb 24, replies due Feb 28 2. Due on Feb. 26</i>
8 - Mar 1 -7	Ch. 18	1. DQ 8 2. MP - Part 6 - Paper & Presentation 3. <b>Final Exam (Ch. 8-16, 18)</b>	<i>1. Response due Mar 3, replies due Mar 7 2. Due on Mar 5 3. Due on Mar 7</i>

## 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 time frame** - 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.