# Wayland Logo

Plainview

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 VC01, Principles of Marketing

# **4. TERM**:

Spring 1 2022

# **5. INSTRUCTOR**:

Leon Chickering

# **6. CONTACT INFORMATION**:

Office phone: n/a

WBU Email: leon.chickering@wayland.wbu.edu

Cell phone: 360-888-4725

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

call/email for appointment—I am on Pacific Time

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

Meeting day & time: online

# **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** |
| --- | --- | --- | --- | --- | --- | --- |
| Principles of Marketing from a Biblical Perspective | Geesey, J., Chickering, L., & D.A. Christopher | 1st | 2020 | Great River Learning | 9781-64496-6372 | 12/21/20 |

# 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**:

Late assignments are graded with a 10% late penalty for the first week and 20% for the second week. Assignments later than 2 weeks will not be accepted. All late work and assignments must be turned in by final course date.

**Student Introduction** – Students will earn 10 points for introducing themselves to their peers

**Discussion Posts and Student Participation** -We will have Discussion Board posts each week beginning week 1 and ending week 7. These interactions will be based upon content/questions from our textbook. Each post/interaction will be worth 25 points for a total of 175 points (or 35% of your grade)

**Assignments**

* **Integration of Faith** -This will be a written assignment in Week 5 on the concept of integrating faith into retailing worth 50 points (or 10% of your grade).
* **Final reflections**—This last paper will give you an opportunity to share your reflections on what you have learned and how this class and the concept of marketing will impact your personal and professional lives moving forward. This paper is worth 65 points (or 13% of your grade).

**Exams** – there are two exams, midterm and final covering the first half of the textbook chapters and the second half of the chapters. The total point value is 200 points (or 40% of your grade).

## **Grading Scale:**

A 90% - above 450 - 500

B 80% - above 400 - 449

C 70% - above 350 - 399

D 60% - above 300 - 359

F 50% - above 0 - 250

Other Important Information:

1. Written work, including the term paper, is graded on the basis of content first, but also on the quality of grammar, punctuation, and APA formatting.
2. All written assignments should be 12-point type, double-spaced, Times New Roman, and using APA Manuscript Writing Style.
3. Questions concerning grades received should be resolved within one week after the assignment has been returned.
4. All work should be original work of the individual student.
5. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.
6. Students will need to use the Internet to access some assignments.
7. Always contact the professor if you need assistance.

**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.”

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| --- | --- | --- | --- | --- |
| **Week** | **Deliverable** | **Points** | **Percentage** | **Due Date** |
| Week One | Principles of Marketing (MKTG 3312) |  |  |  |
|  | Student Introduction | 10 | 2.0% | 1/16/2022 |
|  | Read Chapters 1 & 2 (Intro and Strategy) |  |  | 1/16/2022 |
|  | Discussion Board | 25 | 5.0% | 1/16/2022 |
| Week Two | Segmentation, Targeting, Consumer Behavior |  |  |  |
|  | Discussion Board | 25 | 5.0% | 1/23/2022 |
|  | Read Chapters 3 & 4 |  |  | 1/23/2022 |
| Week Three | Marketing Research and Product |  |  |  |
|  | Read Chapters 5 & 6 |  |  | 1/30/2022 |
|  | Discussion Board | 25 | 5.0% | 1/30/2022 |
| Week Four | Price and Place |  |  |  |
|  | Discussion Board | 25 | 5.0% | 2/6/2022 |
|  | Read Chapters 7 & 8, and first half exam | 100 | 20.0% | 2/6/2022 |
| Week Five | Place & Promotion |  |  |  |
|  | Discussion Board | 25 | 5.0% | 2/13//2022 |
|  | Read Chapter 9 & 10 and Integration of Faith paper due | 50 | 10.0% | 2/13/2022 |
| Week Six | Marketing Analytics and Financial Analysis |  |  |  |
|  | Discussion Board | 25 | 5.0% | 2/20/2022 |
|  | Read Chapters 11 &12 |  |  | 2/20/2022 |
| Week Seven | Social Media Advertising and Selling |  |  | 2/27/2022 |
|  | Read Chapter 13 and Discussion Board | 25 | 5.0% | 2/27/2022 |
| Week Eight | Social Media Analytics and measuring |  |  |  |
|  | Exam 100 points and Reflection Paper Completion 65 points | 165 | 33.0% | 3/6/2022 |
| Totals |  | 500 | 100.0% |  |

# 18. TENTATIVE SCHEDULE

# 19. ADDITIONAL INFORMATION

Faculty may add additional information if desired.