SYLLABUS

1. Wayland Baptist University, Virtual Campus, School of Business

2. Mission Statement: Wayland Baptist University exists to educate students in an academically challenging,

learning-focused and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.

3. Course: **MKTG 3312** – Principles of Marketing

4. Term: **Spring**

5. Instructor: **Tom Edwards**

6. Office Phone and email: **214.708.8118** - [edwardst@wbu.edu](mailto:edwardst@wbu.edu)

7. Office Hours, Building, and Location: **Online**

8. Class Meeting Time and Location: **Online**

9. Catalog Description: Study of marketing functions of the firm and the impact of consumer and industrial buying behavior. Examines the variables of the marketing mix: product, price, physical distribution, channels of distribution, advertising, personal selling, and sales promotion. Investigates the economic, social, ethical, technological, and legal influences on marketing decision-making.

10. Prerequisites: None

11. Required Textbook and Resources:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| Basic Marketing | Perreault | 19th | 2013 | McGraw-Hill | 0078028981 |

12. Optional Materials:

13. Course Outcome Competencies:

* 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: This is an on-line course. Attendance is not taken, however, assignments and exams will be completed on or before the due date. If you are unable to complete an assignment on time, you should request an extension before the assignment is due.

**SIGNING INTO COURSE:** Each student will be required to e-mail the instructor ([edwardst@wbu.edu](mailto:edwardst@wbu.edu)) by **Thursday, of the first week of class with the following information:**

1. Your full name, telephone number, e-mail address, section number in which you are enrolled, closest Wayland campus and Wayland Student ID Number.
2. A statement acknowledging that you have read and understand this syllabus.
3. Remember! All on-line course students are required to have access to the Internet, an e-mail account, and access to a Microsoft Word processing capability. All information exchanges between instructor and student and assignments will be through the announcements area of Blackboard and via e-mail.

15. 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.”

16: Course Requirements and Grading Criteria: Assignments and examinations will be weighted as follows to determine the final semester average:

|  |  |
| --- | --- |
| Chapter Quizzes (8) | 20% |
| Marketing Plan (1) | 25% |
| Exams (2) | 50% |
| Discussion Questions | 5% |

**GRADING SCALE**

|  |  |  |
| --- | --- | --- |
| A | 90-100 | Honor Grade; clear demonstration of complete mastery of subject |
| B | 80-89 | Above Average; mastery of most course concepts |
| C | 70-79 | Average; satisfactory performance |
| D | 60-69 | Below Average |
| F | Below 60 | Failure to meet minimum course requirements |
| I | Incomplete | A grade of incomplete is granted only if the student is passing the course, but circumstances beyond the student’s control prevented completion of required work during the semester. An Incomplete is changed in the student’s favor if the deficiency is made up by the date specified on the Report of Incomplete Grade, which must be signed by both the student and instructor and filed with the Registrar prior to the end of the term in which the course is taught. If the Incomplete is not changed by that date, the student’s grade reverts to an F. |

**COURSE REQUIREMENTS**

**- Online Quizzes**

The online quizzes are a great way to measure what you have learned and to gauge the areas that you need to improve upon.

Upon completion of the weekly assigned chapters, students need to visit the **Assignments** section within our blackboard area.

* Select the Weekly folder that corresponds with the quiz that you need to complete.
  + For example, click on Week 1 quiz folder to access the week 1 quiz
* Then select Multiple Choice Quiz
* You may use your book or other reference materials while taking the quiz
* Complete the quiz and click submit
* All quizzes must be completed for the assigned chapters before the following Monday. I will not accept quizzes time stamped after 11:59 p.m. C.S.T on the Sunday prior to the next round of chapters.

**- Marketing Plan**

An abbreviated marketing plan consisting of a S.W.O.T. analysis, customer analysis, competitor analysis and 4 P’s strategy will be required of each student. Additional instructions will be given during the course of the semester.

**- Exams**

Two exams are required. Exam dates are listed in the course schedule. Prior to the first exam I will make an announcement about the exam as well as provide a review sheet to help guide your studies.

**- Discussion Questions**

Each week during the course of the semester I will post a topical discussion question in the class discussion forum area. Participation is mandatory.

17. Tentative Schedule: (Calendar, Topics, Assignments): The following schedule gives you an outline for when you will be covering each chapter as well as important dates throughout the semester.

|  |  |  |
| --- | --- | --- |
| **Month** | **Subject** | **Assignment** |
| February 24th | Read Chapter 1, 2 | Week One Quiz |
| March 3rd | Read Chapters 3, 4 | Week Two Quiz |
| March 10th | No Class Assignments | Spring Break |
| March 17th | Read Chapters 5, 6 | Week Three Quiz |
| March 24th | Read Chapters 7, 8 | Week Four Quiz |
| March 31st | Exam 1 | Covers Chapters 1, 2, 3, 4, 5, 6, 7, 8 |
| April 7th | Read Chapters 9, 10 | Week Five Quiz |
| April 14th | Read Chapters 14, 15 | Week Six Quiz |
| April 21st | No Class Assignments | Easter Week |
| April 28th | Read Chapters 16, 17 | Week Seven Quiz  Marketing Plans are Due |
| May 5th | Read Chapters 19, 21 | Week Eight Quiz Due |
| May 12th | Final Exam | Due May 15th |

Please ask for assistance or clarification if needed. Education is a collaborative process between the instructor and students – all of us have a role in the learning process. I hope this will be an enjoyable and rewarding class for each of you!

18. Additional information as desired by the faculty member.