



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-PL01, Principles of Marketing

4. TERM:

Spring 2020

5. INSTRUCTOR:

Jason Geesey, DBA

6. CONTACT INFORMATION:

Office phone: 806-291-1037

WBU Email: geeseyj@wbu.edu

Cell phone: 214-755-1169

7. OFFICE HOURS, BUILDING & LOCATION:

Virtual Office Hours – Will access email 3x daily, and students may call at any time

8. COURSE MEETING TIME & LOCATION:

Meeting day & time: Asynchronous online instruction on Blackboard

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 th	2019	Cengage	9781-33740-7588	6/14/18

NOTE: eTextbook cost included at registration. The book involves courseware through Cengage. You are paying for access to the Cengage site where the book and exercises are located. If you OPT-OUT of the eTextbook in the classroom link prior to March 10, 2020 you must purchase the access elsewhere to participate in the class.

12. OPTIONAL MATERIALS: Mindtap access

13. COURSE OUTCOMES AND 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:

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.

Attendance is considered submitting assignments that are due in class for each week for online courses. In other words, if you fail to do the assignments for the week you are considered absent.

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. Discussions are not accepted after the due date.

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

Orientation Quiz – Students will have an orientation quiz related to items in the syllabus worth 10 points.

Discussions – There are six discussions that require some research and response to peers related to the course outcomes and competencies described above for a total of 100 points or 16.7% of the grade.

Quizzes – There are 15 chapter quizzes worth 10 points each for a total of 150 points or 25.4% of the grade.

Exams – There are four exams that cover the course outcomes and objectives that are within the textbook chapters that are 50 points each for a total of 200 points or 33.9% of the grade.

Marketing Presentation – This is either a group or individual assignment worth 100 points or 16.7% of grade and features a marketing strategy or concept you have learned and will use to revitalize a failing company.

Grading Grid

A	90% - above	531 - 590
B	80% - above	472 - 530
C	70% - above	413 - 471

D	60% - above	354 - 412
F	50% - above	0 - 353

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	Deliverable	Points	Percentage	Due Date
Week One	Introduction	10	1.7%	3/1/2020
	Orientation	10	1.7%	3/1/2020
	Read Chapters 1, 2 & 4			3/1/2020
Week Two	What is Marketing & The Marketing Environment			3/2/2020
	Discussion 1	25	4.2%	3/8/2020
	Chapter 1 Quiz	10	1.7%	3/8/2020
	Chapter 2 Quiz	10	1.7%	3/8/2020
	Chapter 4 Quiz	10	1.7%	3/8/2020
	Read Chapters 6 & 8			3/8/2020
Week Three	Segmenting, Target Markets & Consumer Decision Making			3/9/2020
	Discussion 2	25	4.2%	3/15/2020
	Chapter 6 Quiz	10	1.7%	3/15/2020
	Chapter 8 Quiz	10	1.7%	3/15/2020
	Read Chapters 10 & 11			3/15/2020
Week Four	Product Concepts, Developing & Managing Products			3/23/2020
	Chapter 10 Quiz	10	1.7%	3/29/2020
	Chapter 11 Quiz	10	1.7%	3/29/2020
	Exam 1 Chap 1,2,4, 6, & 8	50	8.3%	3/29/2020
	Read Chapters 13 & 14			3/29/2020
Week Five	Place			3/30/2020
	Discussion 3	25	4.2%	4/5/2020
	Chapter 13 Quiz	10	1.7%	4/5/2020
	Chapter 14 Quiz	10	1.7%	4/5/2020
	Read Chapters 16 & 17			4/5/2020
Week Six	Promotion			4/6/2020
	Chapter 16 Quiz	10	1.7%	4/12/2020
	Chapter 17 Quiz	10	1.7%	4/12/2020
	Exam 2 Chap 10,11,13,& 14	50	8.3%	4/12/2020
	Read Chapter 19			4/12/2020

Week Seven	Price			4/13/2020
	Discussion 4	25	4.2%	4/19/2020
	Chapter 19 Quiz	10	1.7%	4/19/2020
	Read Chapter 9			4/19/2020
Week Eight	Marketing Research			4/20/2020
	Chapter 9 Quiz	10	1.7%	4/26/2020
	Exam 3 Chap 16,17, & 19	50	8.3%	4/26/2020
	Read Marketing Analytics Module			4/26/2020
Week Nine	Marketing Analytics			4/27/2020
	Marketing Analytics Chapter Quiz	10	1.7%	5/3/2020
	Analytics Excel 1	10	1.7%	5/3/2020
	Analytics Excel 2	10	1.7%	5/3/2020
	Read chapter 18			5/3/2020
Week Ten	Social Media			5/4/2020
	Chapter 18 Quiz	10	1.7%	5/10/2020
	Marketing Presentation	100	16.7%	5/10/2020
	Read chapters 3 & 7			5/10/2020
Week Eleven	Ethics & Business Marketing			5/11/2020
	Exam 4 Chap 3,7,9, & 18	50	8.3%	5/16/2020
Totals		590	100.0%	

19. ADDITIONAL INFORMATION

The goal is to learn and understand the course outcomes and competencies.

Contact me if you have any issues that come up with completing your assignments