# Wayland Logo

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**:

Spring VC02 2021

# **5. INSTRUCTOR**:

Paul Hammeke

# **6. CONTACT INFORMATION**:

WBU Email: paul.hammeke@wayland.wbu.edu

# **7. OFFICE HOURS – via email**

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

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** |
| --- | --- | --- | --- | --- | --- | --- |
| 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**:

There are scheduled to be 4 exams totaling 80% of the total grade. Please email me in advance if you know you might miss the test dates. If you miss a test without informing me the make-up test will be completed with fewer minutes and a point deduction. The remainder will be a journal kept by the student. The journal will be entered on the Journal section of Blackboard. Each chapter’s entry will be explaining in about 4 to 6 sentences what was unexpected to learn, what was learned that could be extra useful to your future professional goals. The journal will be worth 5% of the grade. The remaining 15% will be weekly discussion boards with topics chosen by the instructor. There will be a lack of points for not contributing, there will be minimal points for comments with minimal effort. And maximum points for responding with academic thought and responding to two other student’s postings.

**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 beginning Chapters / Test

3/22 1-2

3/29 3-4, test 1

4/5 5, 6, 7

4/12 8, 9 10 Test 2

4/19 11, 12

4/26 13, 14, 15 Test 3

5/3 16, 17

5/10 18, 19 Test 4