**Wayland 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.

**Contact Information**

**Course**

: MKTG 3312 VC – Principles of Marketing

**Campus**

: WBU online

**Term/Session**

**:** Spring 2 - 2024

**Instructor**

**:** Paul Hammeke, MBA

**Office Phone Number/Cell #**

**:**

**WBU Email Address**

**:** paul.hammeke@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** online

**Class Meeting Time and Location**

**:** online

**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.

**Prerequisite:**

None

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Principles of Marketing  From a Biblical Perspective | Geesey/Chickering Christopher | 1st | 2022 | Alpha & Omega | 9780-57828-4781 |
| Pitch Vantage  Presentation Software |  |  | 2023 |  | 9780-69293-3008 |

*If this is an UNDERGRAD class the textbook for this course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. If the course requires a physical book you can order at bookstore.wbu.edu. The cost of all your materials are billed to your student account at $26.00 per credit hour. You can choose to opt-out, however if you do you will lose access to* ***all******classes/materials*** *and have to source through third party vendors You will be notified via email with access instructions and additional information. If you are in a GRADUATE class you will have an Automatic eBook which is billed directly to your student account or a physical book that can be purchased at bookstore.wbu.edu.  If you do not wish to participate in the Automatic eBook program, you will have the first week of class to opt-out of the program (additional details will be outlined in your email instructions).*

**Optional Materials**

**:** <<List optional materials recommended to enhance student learning>>

**Course Outcome 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

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:**

**No use of any generative AI tools permitted.**

* + 1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
    2. All assignments must be fully created, designed, and prepared by the student(s).
    3. Any work that uses generative AI will be treated as plagiarism.

**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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

**GRADING**

**There are scheduled to be 2 exams totaling 60% 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 10% of the grade. The remaining 30% 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 and the instructor’s comments to your posting.**

**Student Grade Appeals**

**:** 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 to the 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.

**Tentative Schedule**

Week Beginning Chapters / Test

3/24 1 – 2

3/31 3 – 4

4/7 5 – 6

4/14 Ch 7 Test 1

4/21 8-9

4/28 10 – 11

5/5 12

5/12 13 Test 2

**Additional Information**

Make sure you only use your WBU email when emailing me directly.>>