# "WBUlogo"

Campus Name

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, lifelong learning, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MKTG 3312VC01, Principles of Marketing

# **4. TERM**:

Summer 2018

# **5. INSTRUCTOR**:

Dr. Andrew Honeycutt

# **6. CONTACT INFORMATION**:

Office phone:

WBU Email: honeycutta@wbu.edu

Cell phone: (404) 895-2765

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

M/W/F/SU 4:30-6:

# **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 11 | Lamb | 11th | 2018 | Cengage | 9781-33711-6800 | 4/24/17 |

# 12. OPTIONAL MATERIALS

# **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.

# **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**:

Course Outline

Module 1: Introduction to Marketing

* Chap 1 An Overview Of Marketing
* Chap 2 Strategic Planning For Competitive Advantage

Module 2: Marketing Environment

* Chap 3 Ethics And Social Responsibility
* Chap 4 The Marketing Environment
* Chap 5 Developing A Global Vision
* Discussion 1

Module 3: Marketing Opportunities

* Chap 6 Consumer Decision Making
* Chap 7 Business Marketing
* Discussion 2

Module 4: Analyzing Marketing Opportunities

* Chap 8 Segmenting And Targeting Markets
* Chap 9 Decision Support Systems And Marketing Research
* Discussion 3

Module 5: Product Decisions

* Chap 10 Product Concepts
* Discussion 4

Module 6: Product Decisions

* Chap 11 Developing And Managing Products
* Chap 12 Services And Nonprofit Organization Marketing
* Discussion 5

Module 7: Distribution Decisions

* Chap13 Marketing Channels
* Chap14 Supply Chain Management
* Chap15 Retailing
* Discussion 6

Module 8: Promotion and Communication Strategies

* Chap16 Promotional Planning For Competitive Advantage
* Chap17 Advertising And Public Relations

Module 9: Promotion and Communication Strategies

* Chap18 Sales Promotion And Personal Selling
* Discussion 7

Module 10: Pricing Decisions

* Chap19 Pricing Concepts
* Chap 20 Setting The Right Price
* Discussion 8

Module 11: Technology -Driven Marketing

* Chap 21 Customer Relationship Management

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| --- | --- |
| ***Grading Criteria:*** |  |
| Exams 3 @ 100 points each | 300 |
| Discussion participation | 200 |
| **Total Possible** | **500** |

**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 one  
  Chap 1 An Overview Of Marketing  
  Chap 2 Strategic Planning For Competitive Advantage
* Week two  
  Chap 3 Ethics And Social Responsibility  
  Chap 4 The Marketing Environment  
  Chap 5 Developing A Global Vision
* Week three  
  Chap 6 Consumer Decision Making  
  Chap 7 Business Marketing

Exam 1

* Week Four  
  Chap 8 Segmenting And Targeting Markets  
  Chap 9 Decision Support Systems And Marketing Research
* Week Five Chap 10 Product Concepts
* Week Six  
  Chap 11 Developing And Managing Products  
  Chap 12 Services And Nonprofit Organization Marketing
* Week Seven  
  Chap 13 Marketing Channels  
  Chap 14 Supply Chain Management  
  Chap 15 Retailing

Exam 2

* Week Eight Chap 16 Promotional Planning For Competitive Advantage  
  Chap 17 Advertising And Public Relations
* Week 9  
  Chap 18 Sales Promotion And Personal Selling
* Week Ten  
  Chap 19 Pricing Concepts  
  Chap 20 Setting The Right Price

Exam 3

* Week 11  
  Exam 4 Chap 21 Customer Relationship Management