# Wayland Logo

WBUonline 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-VC01, Principles of Marketing

# **4. TERM**:

Summer 2020

# **5. INSTRUCTOR**:

Dr. Jason Geesey

# **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** |
| --- | --- | --- | --- | --- | --- | --- |
| Marketing 12 | Lamb | 12th | 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 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**:

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 three discussions that require some research and response to peers related to the course outcomes and competencies described above for a total of 75 points or 13.3% of the grade.

Quizzes – There are 15 chapter quizzes worth 10 points each for a total of 150 points or 26.5% 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 35.4% of the grade.

Marketing Presentation – This is either a group or individual assignment worth 100 points or 17.7% 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 509 - 565

B 80% - above 452 - 508

C 70% - above 396 - 451

D 60% - above 339 - 395

F 50% - above 0 - 338

**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 \* starts Thursday for full points | 10 | 1.8% | 5/31/2020 |
|  | Orientation | 10 | 1.8% | 5/31/2020 |
|  | Read Chapters 1, 2 & 4 |  |  | 5/31/2020 |
| Week Two | What is Marketing & The Marketing Environment |  |  | 6/1/2020 |
|  | Chapter 1 Quiz | 10 | 1.8% | 6/7/2020 |
|  | Chapter 2 Quiz | 10 | 1.8% | 6/7/2020 |
|  | Chapter 4 Quiz | 10 | 1.8% | 6/7/2020 |
|  | Read Chapters 6 & 8 |  |  | 6/7/2020 |
| Week Three | Segmenting, Target Markets & Consumer Decision Making |  |  | 6/8/2020 |
|  | Discussion 1 \* starts Thursday for full points | 25 | 4.4% | 6/14/2020 |
|  | Chapter 6 Quiz | 10 | 1.8% | 6/14/2020 |
|  | Chapter 8 Quiz | 10 | 1.8% | 6/14/2020 |
|  | Read Chapters 10 & 11 |  |  | 6/14/2020 |
| Week Four | Product Concepts, Developing & Managing Products |  |  | 6/15/2020 |
|  | Chapter 10 Quiz | 10 | 1.8% | 6/21/2020 |
|  | Chapter 11 Quiz | 10 | 1.8% | 6/21/2020 |
|  | Exam 1 Chap 1,2,4, 6, & 8 | 50 | 8.9% | 6/21/2020 |
|  | Read Chapters 13 & 14 |  |  | 6/21/2020 |
| Week Five | Place |  |  | 6/22/2020 |
|  | Discussion 2 \* starts Thursday for full points | 25 | 4.4% | 6/28/2020 |
|  | Chapter 13 Quiz | 10 | 1.8% | 6/28/2020 |
|  | Chapter 14 Quiz | 10 | 1.8% | 6/28/2020 |
|  | Read Chapters 16 & 17 |  |  | 6/28/2020 |
| Week Six | Promotion |  |  | 6/29/2020 |
|  | Chapter 16 Quiz | 10 | 1.8% | 7/5/2020 |
|  | Chapter 17 Quiz | 10 | 1.8% | 7/5/2020 |
|  | Exam 2 Chap 10,11,13,& 14 | 50 | 8.9% | 7/5/2020 |
|  | Read Chapter 19 |  |  | 7/5/2020 |
| Week Seven | Price |  |  | 7/6/2020 |
|  | Discussion 3 \* starts Thursday for full points | 25 | 4.4% | 7/12/2020 |
|  | Chapter 19 Quiz | 10 | 1.8% | 7/12/2020 |
|  | Read Chapter 9 |  |  | 7/12/2020 |
| Week Eight | Marketing Research |  |  | 7/13/2020 |
|  | Chapter 9 Quiz | 10 | 1.8% | 7/19/2020 |
|  | Exam 3 Chap 16,17, & 19 | 50 | 8.9% | 7/19/2020 |
|  | Read Marketing Analytics Module |  |  | 7/19/2020 |
| Week Nine | Marketing Analytics |  |  | 7/20/2020 |
|  | Marketing Analytics Chapter Quiz | 10 | 1.8% | 7/26/2020 |
|  | Analytics Excel 1 | 10 | 1.8% | 7/26/2020 |
|  | Analytics Excel 2 | 10 | 1.8% | 7/26/2020 |
|  | Read chapter 18 |  |  | 7/26/2020 |
| Week Ten | Social Media |  |  | 7/27/2020 |
|  | Chapter 18 Quiz | 10 | 1.8% | 8/2/2020 |
|  | Marketing Presentation | 100 | 17.7% | 8/2/2020 |
|  | Read chapters 3 & 7 |  |  | 8/2/2020 |
| Week Eleven | Ethics & Business Marketing |  |  | 8/3/2020 |
|  | Exam 4 Chap 3,7,9, & 18 | 50 | 8.9% | 8/8/2020 |
| Totals |  | 565 | 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