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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-VC01, Principles of Marketing

# **4. TERM**:

Winter 2019

# **5. INSTRUCTOR**:

Dawn Olson, MBA, EdD Candidate

# **6. CONTACT INFORMATION**:

Office phone: Daytime (615) 248-1446, Cell (615) 856-5842.

*Please leave a message, I have various class times and meeting responsibilities.*

WBU Email: [dawn.olson@wayland.wbu.edu](mailto:dawn.olson@wayland.wbu.edu)

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

M/T/W/TR - 3:00pm-5:00pm, Sunday - by appointment

Friday - no office hours, phone appointments available if needed.

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

Meeting day & time: Virtual course, no set times required.

# **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 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**:

**ourse Points**

|  |  |  |
| --- | --- | --- |
| Personal Introduction | 1 at 25 points | 25 |
| Weekly Discussion | 10 at 25 points each | 250 |
| Activities | 6 at 50 points each | 300 |
| Non-traditional Marketing Plan | This is a three part assignment that focuses on the marketing program for a non-traditional event, service, or non-profit. (75 points for each section) | 225 |
| Mid-term and Final Exam | Exams are 100 points each | 200 |
|  | **TOTAL COURSE POINTS** | **1000** |

**Grading Criteria**

This course will challenge your writing, editing, and research skills. You have four key assignment areas for this course.

**A. Introductions & Discussions** – Every week we will be discussing a different topic related to the chapter concepts. This will be a full group discussion in which participation is required.  You will receive points based on the thoroughness of your response using examples and quotes. If you include a reference, it must be cited according to APA style. Your post should be a minimum of 200 words. **(15 points each)**

**Response to classmate** - You will be required to respond to your classmates in the main discussion area.  This grade is in addition to the grade for your individual posts.  You must post a minimum of one substantive posts to your classmates.  Simply writing "great answer" or “I agree” will not count.  Your response should include a source to support your counter-argument or statement of support. All sources must be cited according to APA style. Your response should be a minimum of 100 words. **(10 points each)**

**B. Activities -** These assignments may include an analysis of the situation, application of chapter contents as they relate to the topic, company examples and recommendations based on the concepts presented in the relevant chapter. (**50 points each**)

**C.**  **Non-traditional Marketing Plan**  - For this plan you will chose a non-profit, event, or service and create a strategy for each part of the marketing program. There are three parts: Product and Price strategy, Distributional strategy, and Promotional strategy. Additional instructions and templates will be provided in the weekly lesson folders during weeks 7-9. **(225 points)**

**D. Tests - Mid-Term/ Final Exam -** The mid-term exam will cover chapters 1-9 and will be completed during week six. The final exam will be a multiple choice exam testing concepts learned throughout chapters 10 - 16, and 18. This will be completed online in Blackboard and will be a timed test. NO LATE EXAMS will be accepted unless there are extenuating circumstances.  **(200 points)**

**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** | **Dates** | **Tasks** | **Assigned Reading** |
| 1 | Nov. 11 -1 7 | Introduction, Biographies  DQ 1  SWOT Analysis | Ch. 1 & 2 |
| 2 | Nov. 18 - 24 | DQ 2  Environmental Scan | Ch. 3 & 4 |
|  | **Nov. 25-30** | **Thanksgiving Break** |  |
| 3 | Dec. 2 - 8 | DQ 3  Global Marketing | Ch. 5 |
| 4 | Dec. 9 - 15 | DQ 4  Consumer Decision Process | Ch. 6 & 7 |
| 5 | Dec. 16 - 22 | DQ 5  Identifying the Target Market | Ch. 8 & 9 |
|  | **Dec. 23 - Jan. 3** | **Christmas Break** |  |
| 6 | Jan. 6 - 12 | DQ 6  Mid-Term Exam  *\*Choose topics for Marketing Plan\** | Ch. 10 & 11 |
| 7 | Jan. 13 - 19 | DQ 7  Marketing Plan: Product and Pricing Strategy | Ch. 12 |
| 8 | Jan. 20 - 26 | DQ 8  Marketing Plan: Distribution Strategy | Ch. 13 & 14 |
| 9 | Jan. 27 - Feb. 2 | DQ 9  Marketing Plan: Promotion Strategy | Ch. 15 & 16 |
| 10 | Feb. 3 - 9 | DQ 10  Social Media Audit | Ch. 18 |
| 11 | Feb. 10 - 15 | **Final Exam** -Exam covering chapters 10-16, 18 | Study for Final |

# 19. ADDITIONAL INFORMATION

a. **Late Policy** – any assignment turned in after the due date will be subject to a 10% per day reduction of points.

b. **Absences resulting in missed due dates** - If you are unable to complete assignments before the due date, you must notify me immediately. Unexcused absences will result in a zero for that assignment.

c. **Grading time frame** - On average, assignments are graded within one week of being submitted. All assignments will receive feedback in Blackboard.

d. **Questions about coursework** - Please contact me anytime with course questions or concerns via email. Please call only during my office hours listed in the previous section.