

## Wayland Mission Statement

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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

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**Course:** MKTG 3312 VC01 – Principles of Marketing

**Campus:** WBUonline

**Term/Session:** Spring 1 2023

**Instructor:** Leon Chickering

**Office Phone Number/Cell #:** 360-888-4725

**WBU Email Address:** leon.chickering@wayland.wbu.edu

**Office Hours, Building, and Location:** call/email for appointment, I am on Pacific Time

**Class Meeting Time and Location:** online

## Textbook Information

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### Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Principles of Marketing From a Biblical Perspective</u>	Geesey/Chickering Christopher	1 <sup>st</sup>	2022	Alpha & Omega	9780-57828-4781

*The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore [Automatic eBook FAQ](#) page.*

## Course Information

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**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

**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

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**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

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**Statement on Plagiarism and 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.

**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 Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, [hammerr@wbu.edu](mailto:hammerr@wbu.edu) or call 1-866-547-9192 for 24/7 Blackboard Support.

**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.

## Course Requirements and Grading Criteria

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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.

**Student Introduction** – Students will earn 10 points for introducing themselves to their peers

**Discussion Posts and Student Participation** -We will have Discussion Board posts each week beginning week 1 and ending week 8. These interactions will be based upon content/questions from our textbook. Each post/interaction will be worth 25 points for a total of 180 points (or 36% of your grade). As students you will be interacting with each other within this process.

**Chapter Quizzes**—There will be chapter quizzes each week covering all chapter content for that week. There will be no mid-term or final exams.

### Assignment

- **Integration of Faith** -This will be a written assignment in Week 5 on the concept of integrating faith into retailing worth 50 points (or 10% of your grade).

### Grading Scale:

A	90% - above	450 – 500 points
B	80% - above	400 - 449
C	70% - above	350 - 399
D	60% - above	300 - 359
F	50% - above	0 - 250

Other Important Information:

1. Written work is graded on the basis of content first, but also on the quality of grammar, punctuation, and APA formatting.

2. All written assignments should be 12-point type, double-spaced, Times New Roman, and using APA Manuscript Writing Style.
3. Questions concerning grades received should be resolved within one week after the assignment has been returned.
4. All work should be original work of the individual student.
5. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.
8. Students will need to use the Internet to access some assignments.
9. Always contact the professor if you need assistance.

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

## Tentative Schedule

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Week	Deliverable	Points	Percentage	Due Date
Week One	Using Marketing to get a Competitive Advantage			
	Student Introduction& Syllabus quiz	20	4.0%	1/22/2023
	Chapters 1 Quiz	20	4.0%	1/22/2023
	Discussion Board	20	4.0%	1/22/2023
Week Two	Segmentation and Targeting			
	Discussion Board	20	4.0%	1/29/2023
	Chapters 2 & 3 Quiz	40	8.0%	1/29/2023
Week Three	Consumer Behavior and Marketing Research			
	Chapters 4 & 5 Quiz	40	8.0%	2/5/2023
	Discussion Board	20	4.0%	2/5/2023
Week Four	Product and Price			
	Discussion Board	20	4.0%	2/12/2023
	Chapters 6 & 7 Quiz	40	8.0%	2/12/2023
Week Five	Place and Promotion			
	Discussion Board	20	4.0%	2/19//2023
	Chapters 8 & 9 Quiz and Integration of Faith paper due	100	20.0%	2/19/2023
Week Six	Marketing Analytics and Financial Analysis			
	Discussion Board	20	4.0%	2/26/2023
	Chapters 10 &11 Quiz	40	8.0%	2/26/2023
Week Seven	Ethics and Corporate Responsibility			3/5/2023

	Chapter 12 Quiz and Discussion Board	40	8.0%	3/5/2023
Week Eight	Social Media and International Marketing			
	Discussion Board and Chapter 13 Quiz	40	8.0%	3/12/2023
Totals		500	100.0%	

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