



# SYLLABUS

**MTKG 310 Principles of Marketing**

202141

# MKTG 310 Principles of Marketing

## School of Distance Education

### Self-Paced Format

This course follows a self-paced online format. You have 180 days from your selected start date to complete the course. The last day to withdraw with a full refund is 15 days after your start date.

### Instructor Contact

Please refer to course in Learning Hub for the teacher contact information.

### Communication with the Instructor

It is important to remember that while the Internet is available 24 hours a day, your instructor is not. You can expect that your instructor will respond to e-mail message to you within *2 business days* during the week and may not be available to respond on weekends.

### Other Assistance

Username and password assistance	<a href="mailto:helpdesk@andrews.edu">helpdesk@andrews.edu</a>	(269) 471-6016
Enrollment and withdrawal questions	<a href="mailto:sderegister@andrews.edu">sderegister@andrews.edu</a>	(269) 471-6323
Technical assistance with online courses	<a href="mailto:dlit@andrews.edu">dlit@andrews.edu</a>	(269) 471-3960
Exam requests and online proctoring	<a href="mailto:sdeexams@andrews.edu">sdeexams@andrews.edu</a>	(269) 471-6566
Distance Student Services - any other questions	<a href="mailto:sdestudents@andrews.edu">sdestudents@andrews.edu</a>	(269) 471-6566

## Part 1: Course Information

### Course Descriptions

A general survey of the major marketing methods, institutions, and practices examined from the viewpoint of their effects on exchange transactions linking producers with consumers. Assumes a working knowledge of micro-economics.

### Required Text/Material

**Note:** Textbooks for online courses may be purchased from any supplier. For financial aid in payment, contact your financial advisor at the university where you are completing your degree. Andrews University degree students who have confirmed that funds are available will then purchase the books themselves and send receipts to their financial advisor for reimbursement.

Pride, W. and Ferrell, O. (2020). *Marketing*. Southwestern and Engage Learning.  
ISBN: 9780357033791

Wrenn, B., Hoover, H., and Warwick, J. (2013). *Scriptural Foundations for Marketing*.  
Andrews University Press. ISBN: 9781883925802

### Credit Hour and Commitment

This course is offered for 3 semester credits; therefore, it is expected that you will spend 135 total hours on this course. There are 16 modules in this course which you'll spend your time reading from the textbook and the course material, taking chapter quizzes, completing critical thinking assignments, interacting with the instructor via blog posts, developing a marketing

plan, and four online exams. Each module represents a week of a typical semester course. It is recommended that you budget 9 hours studying and completing the activities for each module. There are suggested schedules to accomplish this work included in this syllabus.

### Student Learning Outcomes

The primary objective of this course is to provide you with a better understanding of marketing concepts, strategies and tactics in our dynamic, highly competitive, global economy. It will allow you to explore the concepts of marketing to determine if you wish to pursue further marketing study while increasing your general awareness, appreciation, and interest in marketing. Specifically, this course is designed to enable you to:

1. Identify the components of effective marketing.
2. Explain how marketing relates to other business functions.
3. Recognize good marketing practices and techniques and how to apply them.
4. Analyze consumer behavior as it relates to the buying process.
5. Assess the methods of promotion.
6. Evaluate the importance of the customer.
7. Create a marketing plan.

## Part 2: Course Methods and Delivery

### Methods of Instruction

Methods of instruction include assigned reading from the textbook and the course material, short essays and reflections on the reading, taking chapter quizzes, completing critical thinking assignments, interacting with the instructor via discussion forums, developing a marketing plan, and four online exams. Regular participation in the course is essential to good performance.

### Technical Requirements

- Computer: PC (Win 10 or newer) or MAC (10.14 or better)
- A webcam with microphone, and speakers (or plug in headset)
- Internet: 2.4 Mbps or faster DSL, cable or Wi-Fi connection
- Browser: Current version of Chrome or Firefox
- Software: Office 2013 or newer ([Office 365 available here](#))

### LearningHub Access

This course is delivered online through LearningHub at <http://learninghub.andrews.edu>

Your username and password are your Andrews username and password. You need to activate your username and password to access LearningHub. Please do this online here: <https://vault.andrews.edu/vault/pages/activation/information.jsp> if you haven't already. If you need assistance, call or email us: (296) 471-6016 or <mailto:helpdesk@andrews.edu>.

If you need technical assistance at any time during the course, or to report a problem with LearningHub, please email [dlit@andrews.edu](mailto:dlit@andrews.edu) or call (269) 471-3960.

## Part 3: Course Requirements

**Important Note:** Activity and assignment details will be explained in detail within each learning module. If you have any questions, please contact your instructor.

## Your Schedule

In Learning Hub, you will access online lessons, course materials, and resources. This course is self-paced. You must complete the course within 180 days. This is the Consortium policy. You may have a stricter deadline imposed by graduation, financial aid, or other restrictions.

Start by creating a schedule for completion of the course.

- Determine your deadline. Do you need a transcript sent to your home institution?
- Working from your deadline, count backwards. Allow 2 weeks after you take your final exam for your final grade to be calculated. Allow another 2 weeks for the transcript to be processed and sent.
- Now use the suggested schedules to create a schedule for yourself that ensures completion 4 weeks before your deadline.

Submit your course plan to your instructor within Learning Hub AND discipline yourself to make regular progress.

## Assessment Descriptions

### Discussion Blogs:

Students will participate in discussion blogs addressing questions related to the topics of each week. This exercise will allow participants to consider significant questions raised by the teacher pertaining to their personal lives, spiritual welfare, and place in the world. There is a total of 10 discussion forums in this course. Responses should be sufficient to answer the questions. Think of the discussion blog exercise as an opportunity to think critically about the world of marketing. A chance to record your thoughts and in the process have your perspective broadened. This assignment is worth 25 points.

### Chapter Quizzes:

Chapter quizzes are assessments that help students identify the major concepts of the chapter and familiarize them with marketing concepts. This will assess the students' knowledge of the major concepts of each chapter. Each module quiz will be completed each week. These are closed book quizzes. These will consist of 10 multiple choice type questions that will be relative to what is covered in the chapters, PowerPoints, and Online lectures. This is a timed exam. You have 15 minutes to complete each quiz. According to the [Andrews University Honesty Policy](#): "A student who gives information to another student to be used in a dishonest way is equally guilty of dishonesty. Any violation of this policy will be taken before the Higher Education Academic and Curriculum Committee for appropriate punitive action".

### Critical Thinking Assignments:

There are 10 Critical Thinking assignments in this course. Each assignment will give you the opportunity to reinforce the chapter's concepts and apply the knowledge in a real marketing situation. Double-check spelling, grammar, and typos, and submit work through the course Dropbox. Assignments will be visible at the start of class. You should work to familiarize yourself with the requirements and necessary knowledge before working on each chapter. Knowing the expected outcome will help to better prepare you for reading, listening, and working through the concepts. **Assignments range from short written responses, PowerPoint presentations, and Infographics.** There are no assignment resubmissions. If you are

confused by the course assignment or you have questions concerning how to accomplish the required work, please seek help prior submitting the assignment.

### **Marketing Plan (Major Project):**

Working independently, develop a Marketing Plan Presentation for a local business. This major project assesses your comprehension of the different marketing concepts studied in this course. You should focus on quality over quantity. Adhere to the elements required by the assignment and address key marketing topics covered in the course.

In your marketing plan the initial draft should identify a local business that you believe could use some help with marketing.

1. Provide a summary of the business.
2. Identify competitors.
3. Develop a customer analysis (overview of Segmentation variables of the target consumer).

Paper should include at **least four citations and references** using the “American Psychology Association” for both bibliography and citations within the paper, double spaced, size 12 font, 1 inch margins. This does not include cover, table of contents, charts, tables, and references. Three points will be deducted for any additional page. Only one cite may be from the web (i.e., can be an online reference). Information received from the business during conversations are not citations. Be sure to go back and check your web address to make sure that you can find your information given the stated html that you are assigning to your citation. I do check and if I can't get to where you found the information, it will not count as one of the four cites required. This citation should contain information that enhances your paper and/or your suggestions. To help you through this process, I would recommend you connect with the James White library cite and click on “Research Helps”. Then step through “Endnote software” and “How to Search Databases” specifically using EBSCO which is your best database source for finding articles for this paper.

All promotional ideas should include examples, prices, and contact information. The pricing section should include comparing competitor's prices and prices of the company. A **paper outline is due in the 3<sup>rd</sup> module of class, via LearningHub**. Each section should be bulleted listing problems and solutions. A first draft of the paper is due by module 6. This draft should have a clear structure and plan of the final paper. A second and more developed draft of the paper is due by module 11. Feedback from the professor should be present in the second draft with a clearer and more cohesive plan. **The final paper is due in the 15<sup>th</sup> module of class**. To ensure originality of work, **the paper must be submitted** through TurnItIn in the LearningHub. TurnItIn<sup>®</sup> automatically checks assignments for plagiarism or lack of proper citation.

Your **final marketing plan** should have the following components (as outlined on page 49 of the course textbook):

1. Executive Summary (write this after you have compiled the plan)
2. Environmental Analysis
3. SWOT Analysis
4. Marketing Objectives (Make these SMART: Specific, Measurable, Actionable, Realistic, Time-Bound)
5. Marketing Strategies
6. Marketing Implementation (How will you implement the strategies?)
7. Performance Evaluation

## Rubrics

### Critical Thinking Assignment Rubric

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
<b>Main Elements</b>	Includes all of the main elements and requirements and cites multiple examples to illustrate each element	Includes most of the main elements and requirements and cites many examples to illustrate each element	Includes some of the main elements and requirements	Does not include any of the main elements and requirements	25
<b>Inquiry and Analysis</b>	Provides in-depth analysis that demonstrates complete understanding of multiple concepts	Provides in-depth analysis that demonstrates complete understanding of some concepts	Provides in-depth analysis that demonstrates complete understanding of minimal concepts	Does not provide in-depth analysis	20
<b>Integration and Application</b>	All of the course concepts are correctly applied	Most of the course concepts are correctly applied	Some of the course concepts are correctly applied	Does not correctly apply any of the course concepts	10
<b>Critical Thinking</b>	Draws insightful conclusions that are thoroughly defended with evidence and examples	Draws informed conclusions that are justified with evidence	Draws logical conclusions, but does not defend with evidence	Does not draw logical conclusions	20
<b>Research</b>	Incorporates many scholarly resources effectively that reflect depth and breadth of research	Incorporates some scholarly resources effectively that reflect depth and breadth of research	Incorporates very few scholarly resources that reflect depth and breadth of research	Does not incorporate scholarly resources that reflect depth and breadth of research	15
<b>Writing (Mechanics/ Citations)</b>	No errors related to organization, grammar and style, and citations	Minor errors related to organization, grammar and style, and citations	Some errors related to organization, grammar and style, and citations	Major errors related to organization, grammar and style, and citations	10
<b>Total</b>					<b>100%</b>

## Exams

There are four exams that combined are worth 30% of your grade. Each exam is worth the same amount of points (25), and you are allowed 120 minutes to complete it. All exams require proctoring. Follow prompts in the course to set up your exam session. In each module that contains an exam, you will find what to review and what materials are allowed (if any) during the exam.

Please read the important information about taking exams and how online proctoring works at [www.andrews.edu/distance/students/exams.html](http://www.andrews.edu/distance/students/exams.html). Follow the instructions that apply to your situation on the [exam request form](#) to set up your exam session.

Please note that an exam code is never released to the student. All students must present photo identification before each exam session. Exams can only be proctored after a deadline with approval directly from the instructor to the Testing Center ([sdeexams@andrews.edu](mailto:sdeexams@andrews.edu) or 269-471-6566). No exam is returned to the student for review. The instructor, to aid studying for future exams, can provide feedback on exams.

**Suggested schedule for completion in 8 weeks:**

Module	Lessons	Readings	Assignments	Outcomes Met
Intro	These items will need to be completed before you will have access to the rest of the course	Orientation Course Overview Introductions Academic Integrity	Schedule Introduce Yourself Academic Integrity Quiz Academic Integrity Statement	
1	Marketing Strategy and Customer Relationships	Pride & Ferrell, Chapters 1 & 2 Wrenn, Hoover, & Warwick. Online lectures	Blog 1 Quiz 1 (Ch 1 & 2) Critical Thinking Assignment 1 Major Project (Prepare Now)	SLO1, SLO2, SLO3, SLO4 SLO6, SLO7
	The Marketing Environment	Pride & Ferrell, Chapter 3 Online lectures	Blog 2 Quiz 2 (Ch 3) Critical Thinking Assignment 2	SLO1, SLO2, SLO3, SLO7
2	Social Responsibility and Ethics in Marketing	Pride & Ferrell, Chapter 4 Online lectures	Quiz 3 (Ch 4) Major project Outline is due	SLO1, SLO2, SLO3, SLO6, SLO7
	<b>PROCTORED EXAM 1 (Ch. 1-4)</b>			
	Marketing Research and Information Systems	Pride & Ferrell, Chapter 5 Online lectures	Blog 3 Quiz 4 (Ch 5) Critical Thinking Assignment 3	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
3	Target Markets: Segmentation and Evaluation	Pride & Ferrell, Chapter 6 Online lectures	Blog 4 Quiz 5 (Ch 6) Critical Thinking Assignment 4	
	Consumer Buying Behavior	Pride & Ferrell, Chapter 7 Online lectures	Quiz 6 (Ch 7) Critical Thinking Assignment 5 1 <sup>st</sup> Draft of the Marketing Plan	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
4	Reaching Global Markets	Pride & Ferrell, Chapter 9 Online lectures	Quiz 7 (Ch 9) Critical Thinking Assignment 6	
	Digital Marketing and Social Networking	Pride & Ferrell, Chapter 10 Online lectures	Quiz 8 (Ch 10)	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
	<b>PROCTORED EXAM 2 (Ch. 5,6,7,9)</b>			
5	Product Concepts, Branding, and Packaging	Pride & Ferrell, Chapter 11 Online lectures	Blog 5 Quiz 9 (Ch 11) Critical Thinking Assignment 7	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
	Developing and Managing Products	Pride & Ferrell, Chapter 12 Online lectures	Blog 6 Quiz 10 (Ch 12) Critical Thinking Assignment 8	
6	Services Marketing	Pride & Ferrell, Chapter 13 Online lectures	Blog 7 Quiz 11 (Ch 13) Critical Thinking Assignment 9 2 <sup>nd</sup> Draft of the Marketing Plan	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
	Marketing Channels and Supply-Chain Management	Pride & Ferrell, Chapter 14 Online lectures	Quiz 12 (Ch 14)	SLO1, SLO2, SLO3, SLO4, SLO7
	<b>PROCTORED EXAM 3 (Ch. 10,11,12,13)</b>			

Module	Lessons	Readings	Assignments	Outcomes Met
7	Retailing, Direct Marketing and Wholesaling	Pride & Ferrell, Chapter 15 Online lectures	Blog 8 Quiz 13 (Ch 15)	SLO1, SLO2, SLO3, SLO5, SLO6, SLO7
	Integrated Marketing Communication	Pride & Ferrell, Chapter 16 Online lectures	Blog 9 Quiz 14 (Ch 16) Critical Thinking Assignment 10	
8	Advertising, Public Relations, Personal Selling, and Sales Promotion	Pride & Ferrell, Chapter 17 & 18 Online lectures	Quiz 15 (Ch 17 & 18) Major Project is due	SLO1, SLO2, SLO3, SLO5, SLO6, SLO7
	Pricing Concepts	Pride & Ferrell, Chapter 19 Online lectures	Blog 10 Quiz 16 (Ch 19)	SLO1, SLO2, SLO3, SLO4, SLO7
	<b>PROCTORED EXAM 4</b> (Chapters 14-19)			

### Suggested schedule for completion in 16 weeks:

Module	Lessons	Readings	Assignments	Outcomes Met
Intro	These items will need to be completed before you will have access to the rest of the course	Orientation Course Overview Introductions Academic Integrity	Schedule Introduce Yourself Academic Integrity Quiz Academic Integrity Statement	
1	Marketing Strategy and Customer Relationships	Pride & Ferrell, Chapters 1 & 2 Wrenn, Hoover, & Warwick. Online lectures	Blog 1 Quiz 1 (Ch 1 & 2) Critical Thinking Assignment 1 Major Project (Prepare Now)	SLO1, SLO2, SLO3, SLO4 SLO6, SLO7
2	The Marketing Environment	Pride & Ferrell, Chapter 3 Online lectures	Blog 2 Quiz 2 (Ch 3) Critical Thinking Assignment 2	SLO1, SLO2, SLO3, SLO7
3	Social Responsibility and Ethics in Marketing	Pride & Ferrell, Chapter 4 Online lectures	Quiz 3 (Ch 4) Major project Outline is due	SLO1, SLO2, SLO3, SLO6, SLO7
	<b>PROCTORED EXAM 1</b> (Ch. 1-4)			
4	Marketing Research and Information Systems	Pride & Ferrell, Chapter 5 Online lectures	Blog 3 Quiz 4 (Ch 5) Critical Thinking Assignment 3	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
5	Target Markets: Segmentation and Evaluation	Pride & Ferrell, Chapter 6 Online lectures	Blog 4 Quiz 5 (Ch 6) Critical Thinking Assignment 4	
6	Consumer Buying Behavior	Pride & Ferrell, Chapter 7 Online lectures	Quiz 6 (Ch 7) Critical Thinking Assignment 5 1 <sup>st</sup> Draft of the Marketing Plan	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
7	Reaching Global Markets	Pride & Ferrell, Chapter 9 Online lectures	Quiz 7 (Ch 9) Critical Thinking Assignment 6	
8	Digital Marketing and Social Networking	Pride & Ferrell, Chapter 10 Online lectures	Quiz 8 (Ch 10)	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
	<b>PROCTORED EXAM 2</b> (Ch. 5,6,7,9)			

Module	Lessons	Readings	Assignments	Outcomes Met
9	Product Concepts, Branding, and Packaging	Pride & Ferrell, Chapter 11 Online lectures	Blog 5 Quiz 9 (Ch 11) Critical Thinking Assignment 7	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
10	Developing and Managing Products	Pride & Ferrell, Chapter 12 Online lectures	Blog 6 Quiz 10 (Ch 12) Critical Thinking Assignment 8	
11	Services Marketing	Pride & Ferrell, Chapter 13 Online lectures	Blog 7 Quiz 11 (Ch 13) Critical Thinking Assignment 9 2 <sup>nd</sup> Draft of the Marketing Plan	SLO1, SLO2, SLO3, SLO4, SLO6, SLO7
12	Marketing Channels and Supply-Chain Management	Pride & Ferrell, Chapter 14 Online lectures	Quiz 12 (Ch 14)	SLO1, SLO2, SLO3, SLO4, SLO7
<b>PROCTORED EXAM 3</b> (Ch. 10,11,12,13)				
13	Retailing, Direct Marketing and Wholesaling	Pride & Ferrell, Chapter 15 Online lectures	Blog 8 Quiz 13 (Ch 15)	SLO1, SLO2, SLO3, SLO5, SLO6, SLO7
14	Integrated Marketing Communication	Pride & Ferrell, Chapter 16 Online lectures	Blog 9 Quiz 14 (Ch 16) Critical Thinking Assignment 10	
15	Advertising, Public Relations, Personal Selling, and Sales Promotion	Pride & Ferrell, Chapter 17 & 18 Online lectures	Quiz 15 (Ch 17 & 18) Major Project is due	SLO1, SLO2, SLO3, SLO5, SLO6, SLO7
16	Pricing Concepts	Pride & Ferrell, Chapter 19 Online lectures	Blog 10 Quiz 16 (Ch 19)	SLO1, SLO2, SLO3, SLO4, SLO7
<b>PROCTORED EXAM 4</b> (Chapters 14-19)				

### Completing Assignments

All assignments for this course will be submitted electronically through LearningHub unless otherwise instructed.

## Part 4: Grading Policy

### Graded Course Activities

Percent %	Description
5%	16 Chapter quizzes (10 points)
25%	10 Critical Thinking Assignments (100 points)
10%	10 Blogs (25 points)
30%	4 Online Exams (100 points)
30%	Major Project (including outline, 1 <sup>st</sup> and 2 <sup>nd</sup> drafts) (250 points)
<b>100%</b>	<b>Total Percent Possible</b>

## Viewing Grades in Moodle

- Click into the course.
- Click on the **Grades** link in the Administration Block to the left of the main course page.

## Letter Grade Assignment

Letter Grade	Percentage
A	93-100%
A-	90-92%
B+	88-89%
B	83-87%
B-	80-82%
C+	78-79%
C	73-77%
C-	70-72%
D	60-69%
F	0-59%

## Part 5: Course Policies

### Withdrawal and Incomplete Policies

The current withdrawal policy can be found online at <https://www.andrews.edu/distance/students/gradplus/withdrawal.html>. The incomplete policy is found online at <http://www.andrews.edu/web/msc/moodle/public/incompletes.html>.

### Maintain Professional Conduct Both in the Classroom and Online

The classroom is a professional environment where academic debate and learning take place. Your instructor will make every effort to make this environment safe for you to share your opinions, ideas, and beliefs. In return, you are expected to respect the opinions, ideas, and beliefs of other students—both in the face-to-face classroom and online communication. Students have the right and privilege to learn in the class, free from harassment and disruption.

### Academic Accommodations

Students who require accommodations may request an academic adjustment as follows:

1. Read the Andrews University Disability Accommodation information at <https://www.andrews.edu/services/sscenter/disability/>
2. Download and fill in the disability form at <http://www.andrews.edu/services/sscenter/disability/accommodationsreqform.pdf>. Preferably type answers. To save a digital copy, 1) print to file and save or 2) print and scan. Email the completed form and disability documentation (if any) to [success@andrews.edu](mailto:success@andrews.edu) or fax it to (269) 471-8407.
3. Email [sdestudents@andrews.edu](mailto:sdestudents@andrews.edu) to inform the School of Distance Education that a disability has been reported to Student Success.

**Commitment to Integrity**

As a student in this course, and at the university, you are expected to maintain high degrees of professionalism, commitment to active learning, participation in this course, and integrity in your behavior in and out of this online classroom.

**Commitment to Excellence**

You deserve a standing ovation based on your decision to enroll in, and effectively complete this course. Along with your pledge of “commitment to Integrity” you are expected to adhere to a “commitment to excellence.” Andrews University has established high academic standards that will truly enhance your writing and communication skills across the disciplines and in diverse milieu with many discourse communities in the workplace.

**Honesty**

Using the work of another student or allowing work to be used by another student jeopardizes not only the teacher-student relationship but also the student’s academic standing. Lessons may be discussed with other students, tutors may help to guide a student’s work, and textbooks, encyclopedias and other resource materials may be used for additional assistance, but the actual response must be the student’s own work. A student who gives information to another student to be used in a dishonest way is equally guilty of dishonesty.

Any violation of this policy will be taken before the Higher Education Academic and Curriculum Committee for appropriate punitive action.