

**CONSORTIUM**  
*of Adventist Colleges & Universities*



# SYLLABUS

**MKTG 310 Principles of Marketing**  
**Summer 2019**

# MKTG 310 902 Principles of Marketing

## School of Business

### Consortium of Adventist Colleges and Universities

#### Self-Paced Full Term Courses

This is a Self-Paced Full Term course which follows the Andrews semester schedule. Self-Paced Full Term courses have four important dates: 1) a start date, 2) a midterm completion date, 3) a final completion date, and 4) a course completion date. Please note that all module prior to the midterm must be completed BEFORE the midterm and all modules between the midterm and final must be completed BEFORE the final.

#### 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 Description

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.

#### Course 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.

### **Required Text/Material**

Pride, W. and Ferrell, O. (2018). *Marketing*. Southwestern and Engage Learning. ISBN: 978-1337537-55-1

Wrenn, B., Hoover, H., and Warwick, J. (2013). *Scriptural Foundations for Marketing*. Andrews University Press. ISBN: 978-1883925-80-2

**NOTE:** Purchase textbooks through any online bookstore, such as [amazon.com](http://amazon.com), which can deliver within 2 days. If you need to use financial aid to purchase textbooks, email [sdestudents@andrews.edu](mailto:sdestudents@andrews.edu), cutting and pasting the textbook information from syllabi, including course title and section, your full name and student ID#.

### **Credit Hour and Commitment**

This course is offered for 3 Credit Hours; therefore, students can expect to spend 3-5 Hours per week with resources, reading, assignments, and assessments. A suggested schedule to accomplish this work are included in this syllabus.

## **Part 2: Course Methods and Delivery**

### **Methods of Instruction**

Methods of instruction include assigned readings from the textbook and the course material, short essays and reflections on the reading, short open book quizzes on the readings, interactions with the instructor via blogs, discussions and exams. Regular participation in the course and timely submission of work is essential to good performance.

### **Course/Technical Requirements**

- Internet connection (DSL, LAN, or cable connection desirable).

### **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 [helpdesk@andrews.edu](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 but with four specific dates: start date, midterm date, final date and completion date.

### Assessment Descriptions

#### Chapter Quizzes:

Chapter quizzes are assessments that would help the 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 quiz will be completed each week. These are closed book quizzes. These will consist of 10 questions, 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. Per to [Andrews University's 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 type range from short written responses, PowerPoint presentations, and Infographics.** You should work to consolidate each assignment into one file. Assignments must be completed by the due date. 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 to the due date of the assignment.

#### 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.

#### 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 conveyed in throughout the course.

In your market plan, 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 cites 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 cites. 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 cite. 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 cite 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 by the 3<sup>rd</sup> week of class, via LearningHub**. Each section should be bulleted listing problems and solutions. A first draft of the paper is due by week 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 week 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> week 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.



## 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**

All exams in this course require proctoring. Students living outside of the United States must schedule their exams to be proctored online through the Testing Center. Students living in the United States may choose online or local proctoring. Appointments for proctoring in or online through the Testing Center are set up online at [calendly.com/sde-exams/online](https://calendly.com/sde-exams/online).

For local proctoring, complete the exam request form linked in the course space to enter proctor information. Please do so two weeks before each exam deadline to allow adequate time for proctor approval. Approved local proctors include university, college or school faculty and teachers, student service workers, advisors, counselors and librarians, as well as educational, military, and workplace testing centers. Have the proctor's full name, position/title, employer name, phone and email available to fill in on the exam request form.

Note that an exam code is never released to the student, and cannot be sent to a proctor who has the same address as the student unless the address is known to be that of a school or mission facility. All students must present photo identification at the start of each exam session.

If you cannot take your exam by the deadline date, email specific reasons and your recovery plan to your instructor before the deadline. Your exam cannot be proctored after the exam deadline without email or phone approval directly from the instructor to the Testing Center ([sdeexams@andrews.edu](mailto:sdeexams@andrews.edu) or 269-471-6566). The Testing Center will then work with a local proctor if needed.

No exam is returned to the student. Instructor feedback on exams prior to the final exam will be provided to aid studying for future exams.

For more details on taking exams and how online proctoring works, please see [www.andrews.edu/distance/students/exams.html](http://www.andrews.edu/distance/students/exams.html)

**Schedule with start, midterm, final and completion dates in RED.**

Modules/ Dates	Lessons	Readings	Assignments	Course Objectives Met
Intro	Introduction & Orientation	Orientation Writing Expectations	Submit: Schedule Tell About Me Academic Honesty	CO3
<b>1</b> <b>May 13- 19</b>	Marketing Strategy and Customer Relationships	Pride & Ferrell, Chapters 1 & 2 Wrenn, Hoover, & Warwick. Online lectures	Discussion Blog #1 Quiz 1 (Ch 1 & 2) Critical Thinking Assignment # 1 Major Project (Prepare Now)	CO1, CO2, CO3, CO4 CO6, CO7
<b>2</b>	The Marketing Environment	Pride & Ferrell, Chapter 3 Online lectures	Discussion Blog # 2 Quiz 2 (Ch 3) Critical Thinking Assignment #2	CO1, CO2, CO3, CO7
<b>3</b>	Social Responsibility and Ethics in Marketing	Pride & Ferrell, Chapter 4 Online lectures	Quiz 3 (Ch 4) Major project Outline is due	CO1, CO2, CO3, CO6, CO7
<b>EXAM #1</b> (Ch. 1-4)				
<b>4</b>	Marketing Research and Information Systems	Pride & Ferrell, Chapter 5 Online lectures	Discussion Blog # 3 Quiz 4 (Ch 5) Critical Thinking Assignment #3	CO1, CO2, CO3, CO7
<b>5</b>	Target Markets: Segmentation and Evaluation	Pride & Ferrell, Chapter 6 Online lectures	Discussion Blog #4 Quiz 5 (Ch 6) Critical Thinking Assig #4	CO1, CO2, CO3, CO4, CO6, CO7
<b>6</b>	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	CO1, CO2, CO3, CO4, CO6, CO7
<b>7</b>	Reaching Global Markets	Pride & Ferrell, Chapter 9 Online lectures	Quiz 7 (Ch 9) Critical Thinking Assignment #6	CO1, CO2, CO3, CO7
<b>8</b> <b>June 17-20</b>	Digital Marketing and Social Networking	Pride & Ferrell, Chapter 10 Online lectures	Quiz 8 (Ch 10)	CO1, CO2, CO3, CO4, CO6, CO7
<b>EXAM #2</b> (Ch. 5,6,7,9) <b>(Needs to be due Thursday, June 20, by 11:59 PM)</b>				
<b>9</b>	Product Concepts, Branding, and Packaging	Pride & Ferrell, Chapter 11 Online lectures	Discussion Blog #5 Quiz 9 (Ch 11) Critical Thinking Assignment #7	CO1, CO2, CO3, CO4, CO6, CO7
<b>10</b>	Developing and Managing Products	Pride & Ferrell, Chapter 12 Online lectures	Discussion Blog #6 Quiz 10 (Ch 12) Critical Thinking Assignment #8	CO1, CO2, CO3, CO4, CO6, CO7
<b>11</b>	Services Marketing	Pride & Ferrell, Chapter 12 Online lectures	Discussion Blog # 7 Quiz 11 (Ch 13) Critical Thinking Assignment # 9 2 <sup>nd</sup> Draft of the Marketing Plan	CO1, CO2, CO3, CO4, CO6, CO7
<b>12</b>	Marketing Channels and Supply-Chain Management	Pride & Ferrell, Chapter 13 Online lectures	Quiz 12 (Ch 14)	CO1, CO2, CO3, CO4, CO7
<b>EXAM #3</b> (Ch. 10,11,12,13)				
<b>13</b>	Retailing, Direct Marketing and Wholesaling	Pride & Ferrell, Chapter 14 Online lectures	Discussion Blog #8 Quiz 13 (Ch 15)	CO1, CO2, CO3, CO4, CO7
<b>14</b>	Integrated Marketing Communication	Pride & Ferrell, Chapter 15 Online lectures	Discussion Blog # 9 Quiz 14 (Ch 16) Critical Thinking Assignment # 10	CO1, CO2, CO3, CO5, CO6, CO7
<b>15</b>	Advertising, Public Relations, Personal Selling, and Sales Promotion	Pride & Ferrell, Chapter 17 &18 Online lectures	Quiz 15 (Ch 17 & 18) Major Project is due	CO1, CO2, CO3, CO5, CO6, CO7
<b>16</b> <b>July 29-Aug 1</b>	Pricing Concepts	Pride & Ferrell, Chapter 17 &18 Online lectures	Discussion Blog #10 Quiz 16 (Ch 19)	CO1, CO2, CO3, CO4, CO7
<b>EXAM #4</b> (chapters 14, 15, 16, 17, 18, 19) <b>(Needs to be due by Thursday, August 1, by 11:59 PM)</b>				



## 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 Discussion 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)
100%	Total Percent Possible

### Viewing Grades in Learning Hub

- Click into the course.
- Click on the **Grades** link in the Settings Box 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 this university) you are expected to maintain high degrees of professionalism, commitment to active learning and participation in this class, and integrity in your behavior in and out of the 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.

Exams must be completed in the presence of an approved supervisor without the assistance of books, notes, devices or outside help unless otherwise specified in the exam directions. The student should have no access to the exam either before or after it is taken. 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.