

Syllabus for
MKT 130--Principles of Marketing
3 Credit Hours
Fall 2006

I. COURSE DESCRIPTION

A study of the structure and analysis of consumer and industrial markets and the behavior of business firms in the competitive economy. Included are marketing policies and practices, marketing consumer goods, and marketing industrial goods.

II. COURSE GOALS

The purpose of this course is to enable the student to do the following:

- A. Become aware of the marketing function.
- B. Learn the fundamentals of products and services marketing.
- C. Study current marketing strategy formulation and implementation.
- D. Develop the communication skills requisite to successful marketing careers.
- E. Develop ability to think critically and collaborate effectively in team settings.
- F. Internalize Christian business ethics and professionalism.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A. Terminal Objectives

As a result of successfully completing this course, the student will be able to do the following:

- 1. Identify the basic elements of a marketing strategy and the environmental characteristics that influence strategy decisions as it relates to the law and management applications.
- 2. Outline steps in the marketing planning process identifying the contribution of marketing research and its relationship to statistics, economic theory, and management analysis.
- 3. Discuss the behavioral influences in marketing and differentiate between consumer and business-to-business buyer characteristics.
- 4. Explain the function of products and services, pricing, promotion, and distribution in developing successful marketing strategies.
- 5. Discuss the application of marketing tools in strategy implementation demonstrating a knowledge of unique marketing terminology.
- 6. Articulate the importance of global marketing from the perspective of the individual firm and the nation
- 7. Actively participate in group projects and communicate results in oral presentations and written reports.

IV. TEXTBOOK AND OTHER LEARNING RESOURCES

Required Materials

Textbook

Boone and Kurtz. Contemporary Marketing 2005. Ohio: Thomson – South-Western, 2005.

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive unexcused absences (after 3) will reduce a student's total earned points.
2. Students taking a late exam because of an unauthorized absence will be charged a late fee.
3. Students and faculty at Oral Roberts University adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding ePortfolio requirements. Students should consult the ePortfolio handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an ePortfolio artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures

a. Point Distribution

Exam 1	100	
Exam 2	100	
Exam 3	<u>100</u>	
(Low Score Dropped)		200
Final Exam		100
Participation Points(Homework, Cases, Exercises)		<u>80</u>
Total Course Points:		380

b. Grading Scale

342 - 380 points =>	90-100%	=	A
304 - 341 points =>	80-89%	=	B
266 - 303 points =>	70-79%	=	C
228 - 265 points =>	60-69%	=	D
Below 228 points =>	0-59%	=	F

- c. **Exams** will consist of questions over the text, handouts, and class lectures. The first 3 exams are non-cumulative. The lowest exam score for the first 3 exams will be dropped. The final exam is required and will be **cumulative**. Any disputes regarding exam questions or grades must be submitted in writing. Students should indicate the accepted response, his/her response, and justification for the accuracy of his/her response.
- d. Exams must be taken on the assigned date. When absences have been academically excused by the Vice President of Academic Affairs or appropriate dean, a make-up exam may be scheduled. Examples include athletic events and television ministry. Those students who are ill the day of the exam must notify the department secretary by phone (x6555) or the professor **prior** to the time of the exam. A doctor's written excuse at the

- time the student returns to the classroom, will be required to schedule a make-up exam.
- e. **Participation points** are based on assignments and in-class activities. When specified by the instructor, assignments and activities may reflect group participation.
 - f. Assigned chapters in the text are to be read prior to the date in the course schedule to insure more meaningful class discussions and exercises.
2. Other Policies
Office hours will be announced in class and posted on the professor's door.

Contact details:
Dr. Julie Huntley
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 3. ePortfolio Requirements: None.

VI. COURSE CALENDAR

<u>Week of</u>	<u>Topic</u>	<u>Chapter</u>
8/14	Course Introduction	
8/21	Customer Driven Marketing	1
8/28	The Marketing Environment	3
9/4	Global Dimensions of Marketing E-Commerce: Electronic Marketing and the Internet	4,5
9/11	Marketing Planning and Forecasting	2
9/18	Exam 1 Marketing Research and Decision-Support Systems	7
9/25	Market Segmentation, Targeting, and Positioning Consumer Behavior	8, 9
10/2	B2B: Business-to-Business Marketing Product Strategies	10, 11
10/9	Brand Management and New Product Planning	12
10/16	Fall Break	
10/23 10/30	Exam 2 Marketing Channels and Logistics Management Retailing, Wholesaling, and Direct Marketing	15,16
11/6	Retailing, Wholesaling, and Direct Marketing Integrated Marketing Communications	16,17

11/13	Advertising, Sales Promotion, and Public Relations	18
11/20	Exam 3 Personal Selling & Sales Management	19
11/27	Personal Selling & Sales Management Thanksgiving Break	19
12/4	Price Determination Managing the Pricing Function	13,14
12/11	Final Exam	

Course Inventory for ORU's Student Learning Outcomes

Principles of Marketing MKT 130 Fall 2006

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Address the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Address the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The student Learning glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES and Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – SPIRITUALLY ALIVE				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge		x		
1B	Sensitivity to the Holy Spirit		x		
1C	Evangelistic capability			x	
1D	Ethical behavior	x			
2	Outcome #2 – INTELLECTUALLY ALERT				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	x			
2B	Analytical problem solving		x		
2C	Global and historical perspectives			x	
2D	Aesthetic appreciation			x	
2E	Intellectual creativity			x	
2F	Information literacy		x		
3	Outcome #3 – PHYSICALLY DISCIPLINED				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				x
3B	Physically active lifestyle				x
3C	Properly balanced nutrition plan				x
4	Outcome #4 – SOCIALLY ADEPT				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills	x			
4B	Interpersonal skills	x			
4C	Appreciation of cultural and linguistic differences				x
4D	Responsible citizenship		x		
4E	Leadership capacity			x	