

Syllabus for
MKT 130--Principles of Marketing
3 Credit Hours
Fall 2008

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

Terminal Objectives

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

- A. 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.
- B. Outline steps in the marketing planning process identifying the contribution of marketing research and its relationship to statistics, economic theory, and management analysis.
- C. Discuss the behavioral influences in marketing and differentiate between consumer and business-to-business buyer characteristics.
- D. Explain the function of products and services, pricing, promotion, and distribution in developing successful marketing strategies.
- E. Discuss the application of marketing tools in strategy implementation demonstrating a knowledge of unique marketing terminology.

- F. Articulate the importance of global marketing from the perspective of the individual firm and the nation.
- G. Actively participate in group projects and communicate results in oral presentations and written reports.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Materials

- 1. Textbook
Boone and Kurtz. *Contemporary Marketing*, 13th ed. (2008) Ohio: Thompson South-Western.
- 2. Others
Outside readings and research may be necessary for the written project. Articles from current and classic periodicals may be assigned to facilitate classroom discussions. Films, videos, guest speakers, and other learning aids may be assigned by the instructor in order to broaden the student's exposure to important topics.

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

- 1. Attendance Policy
 - a. Students with perfect, on-time attendance will receive ten (10) bonus points. These points will be added to the total points earned at the end of the semester.
 - b. Students with up to 2 absences will not receive any bonus points nor will any points be taken away. For every absence after 2, 5 points will be deducted from the total points earned during the semester.
 - c. Tardiness is not acceptable. Classes start on time. One (1) point will be deducted for each tardy after two (2). Being tardy is offensive to the professor and disruptive to the class. Tardy is defined as not being present to respond to roll call.
 - d. Medical or Administratively Excused Absences
 - (1) A written medical or administrative excuse must be presented to the instructor within one week of the return of class to receive attendance credit for the classes missed.
 - (2) Written excuses submitted late will count as a tardy for those classes. No credit will be given for written excuses submitted more than two weeks after the return to class.
 - (3) Assignments or quizzes missed during an excused absence will reduce the base used to calculate the student's course grade.
 - (4) Exams missed during an excused absence must be made up within one week of the return to class to avoid penalty. It is the student's responsibility to schedule the make-up exam with the professor or his assistant.
 - (5) Additional time to complete exams may be granted upon written request of the professor.
- 2. Students taking a late exam because of an unauthorized absence are charged a

- late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means.
 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. Grading Points

Examinations: 300*

Exam 1 100

Exam 2 100

Final Exam, double counted 200

* The lowest score based on 100 points will be dropped. This means that the final exam will be counted either once or twice, dependent on whether it is the lowest.

Team Presentation/Paper: 100

In-Class Projects/Participation

(including homework, cases, exercises, reviews), **up to:**

50

Total Points: 400-450

b. Grading Scale

90-100% = A

80-89% = B

70-79% = C

60-69% = D

0-59% = F

- c. **Exams** will consist of questions over the text, handouts, and class lectures. The first two exams are non-cumulative. The final exam is required and will include some **cumulative** topics. 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) **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. Failure to comply with these rules will result in a student forfeiting the right to take a make-up exam.

- e. **Participation points** are based on assignments and in-class activities.
- g. 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.

Professor's contact details:
Chin Robinson
GC 3F17
Telephone: (918) 495-6572
Email: crobinson@oru.edu

- 3. ePortfolio Requirements: none.

VI. COURSE CALENDAR

Week	Topic	Chapters
8/11	Introduction	-

8/18	Marketing: the Art & Science of Satisfying Customers Strategic Planning & the Marketing Process	1 & 2
8/25	Strategic Planning & the Marketing Process (Continued) The Marketing Environment, Ethics, & Social Responsibility	2 & 3
9/1	Consumer Behavior Market Segmentation, Targeting, & Positioning	5 9
9/8	Market Segmentation, Targeting, & Positioning (Continued) Relationship Marketing & Customer Relationship Management (CRM)	9 10
9/15	Exam One (Chapters 1,2,3,5,9) Product & Service Strategies	- 11
9/22	Developing & Managing Brand & Product Categories Marketing Channels & Supply Chain Management	12 13
9/29	Marketing Channels & Supply Chain Management (Continued) Retailers, Wholesalers, & Direct Marketers	13 14
10/6	Integrated Marketing Communications Advertising & Public Relations	15 16
10/13	Fall Break	
10/20	Advertising & Public Relations (Continued) Exam Two (Chapters 10 to 14)	16
10/27	Personal Selling & Sales Promotion Pricing Concepts	17 18
11/3	Pricing Concepts (Continued) Pricing Strategies	18 19
11/10	Team Presentations	
11/17	E-Business in Contemporary Marketing Business-to-Business (B2B) Marketing	4 6
11/24	Business-to-Business (B2B) Marketing (Continued) Global Marketing	6 7
12/1	Marketing Research & Sales Forecasting	8
12/8	Final Exam (Chapters 15, 16, 17, 18 19 + 4, 6, 7, 8)	

Course Inventory for ORU's Student Learning Outcomes

Principles of Marketing MKT 130 *Fall 2008*

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

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

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

Minimal Contribution – Addresses 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 & 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				
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives		X		
2D	Aesthetic appreciation				X
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
4	Outcome #4 – Socially Adept				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills		X		
4B	Interpersonal skills			X	
4C	Appreciation of cultural & linguistic differences				X
4D	Responsible citizenship		X		
4E	Leadership capacity		X		