

Syllabus for
MKT 130-Principles of Marketing
3 Credit Hours
Fall 2014
Professor Rebecca Gunn

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.

Prerequisites: none

II. COURSE GOALS & STUDENT LEARNING OUTCOMES

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

- A. Identify and understand the basic elements of a marketing plan, including sustainable competitive advantages.
- B. Explain the function of products and services, pricing, promotion, and distribution in developing successful marketing strategies.
- C. Communicate the external factors that influence marketing and consumers.
- D. Discuss the behavioral influences of consumers and how it can impact marketing.
- E. Understand the differences of primary and secondary research and when it is appropriate to use them in marketing.
- F. Explain segmentation, targeting, and positioning strategies used in marketing.
- G. Identify the importance of global marketing from the perspective of an individual firm and from the perspective of a nation.
- H. Internalize Christian business ethics and professionalism
- I. Correctly reference and cite professional sources of information.
- J. Actively participate and articulate in discussions revolving around marketing concepts.
- K. Develop oral communication skills required for advanced presentations in upper division marketing courses as well as further development of written communication skills.

III. TEXTBOOK AND OTHER LEARNING RESOURCES

REQUIRED:

Grewal, D., & Levy, M. (2012). *Marketing, 3rd edition*. Burr Ridge, IL: McGraw-Hill/Irwin.
(ISBN: 9780078028854)

Cialdini, R.B. (2006). *Influence: The psychology of persuasion*. New York, NY: HarperCollins.
(ISBN: 9780061241895)

RECOMMENDED:

Ott, A.C. (2011). *The 24-hour customer: New rules for winning in a time-starved, always-connect economy*. New York, NY: Harper Collins.
(ISBN: 9780061798610)

IV. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences may reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are 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, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.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. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
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 Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an 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. **Medical or Administratively Excused Absences**
 - a. A written excuse from the proper authority must be given to the professor in the class that the student returns. 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 returning to class.***

- b. In-class assignments are due the next class period after the student returns. It is the student's responsibility to communicate with the professor in order to obtain the in-class assignment.
- c. The student is responsible for securing any hand-outs issued during the absence.

2. **Unexcused Absences and Tardies**

- a. There will be no make-up for in-class assignments or quizzes with an unexcused absence or tardy.
- b. Three tardies are equivalent to one absence.
- c. Leaving during the middle of class and not returning will count as an unexcused tardy.
- d. Unexcused absences lead to deductions in participation points. After the third unexcused absence, 15 points will be deducted. After six unexcused absences, 35 points will be deducted. Upon the tenth unexcused absence, all 50 points will be deducted. Should the student miss more than twelve classes with unexcused absences, additional points can be deducted as a penalty (up to 15% of the student's total grade) and it is the professor's recommendation that the student consider dropping the course and taking it during a different semester.

3. **Missed Exams , Quizzes, and Assignments**

- a. Exams missed during an excused absence must be taken within *one week* of returning to class to avoid penalty.
 - The professor must be notified **prior to class** that the exam will be missed.
 - It is the student's responsibility to schedule the make-up exam with the professor.
 - **Proper documentation must be received to attain eligibility to take the exam.** This includes an administrative excuse or a doctor's note. Administrative excuses should be given prior to the test; doctor's notes should be received upon arrival back to the classroom.
 - Failure to comply with the above criteria forfeits the right of the student to make up the missed exam.
- b. If a student misses an exam because of an unauthorized absence, make-up is at the discretion of the professor.
 - If a make-up is allowed, students will be charged a late fee and a 10% reduction in points.
 - Unexcused absence make-up exams must be taken promptly.
- c. Quizzes missed as a result of an excused and administratively excused absence must be made up upon return to class.
 - Quizzes and their allocated points cannot be made up due to an unexcused absence
- d. Assignments missed to an excused absence must be submitted upon arrival back to the classroom. Students may email the professor any make-up work.
- e. Class projects are due at the beginning of class on the assigned date and must be submitted in hard copy form unless otherwise noted.
 - Projects and assignments received during or at the end of class will receive a 10% reduction in points earned.
 - Projects and assignments received after class on the assigned date will receive up to a 25% deduction in points.

- Assignments received the next day will receive up to 50% decrease in points.
- No projects or assignments will be accepted after the following day for any credit.

4. **Dress Code**

- a. Students are expected to meet the University’s requirement as it pertains to dress code (i.e. NO shorts, sweats, etc.). Students appearing out of dress code may be asked to leave the class until proper attire is worn. A tardy will be given to students who are out of dress code and must change.
- b. As a student participating in a business course, the College of Business holds its students accountable to a higher dress code. To this extent, no hats are permitted in the classroom.
- c. Failure to adhere to the dress code can result in a deduction of points.

2. **Evaluation Procedures**

a. Point Distribution

Exam 1	100
Exam 2	100
Exam 3	100
Final Exam	150
Final Project	150
Final Presentation	50
Cialdini Quizzes	70
In-class Assignments, Homework, Participation Points	<u>80</u>
Total Course Points:	800

b. Grading Scale

720-800 points	=>	A
640-719 points	=>	B
560-639 points	=>	C
480-559 points	=>	D
479 points and below	=>	F

3. Professor’s Contact Details:

Rebecca Gunn
 GC 3F15
 Telephone: (918) 495-6562
 Email: rgunn@oru.edu

4. Whole Person Assessment Requirements: None.

V. MODIFICATIONS

- A. The instructor reserves the right to modify, change, or waive any part of the syllabus or the evaluation criteria for this course. The instructor will provide notification of any modifications should they take place.

VI. COURSE CALENDAR

Week	Topic	Assignments, Quizzes & Test Dates
1 Aug. 18-22	Introduction of class; syllabus review; Chapter 1: Overview of Marketing Chapter 2: Developing Marketing Strategies	
2 Aug. 25-29	Chapter 2: Developing Marketing Strategies Chapter 3: Marketing Ethics	
3 Sept. 1-5	September 1: Labor Day (no class) Chapter 3: Marketing Ethics Chapter 4: Analyzing the Marketing Environment	August 29: Cialdini Quiz 1 (over Chapters 1 & 2)
4 Sept. 8-12	Chapter 4: Analyzing the Marketing Environment Chapter 5: Consumer Behavior	September 10: TEST 1 (over textbook Chapters 1-4)
5 Sept. 15-19	Chapter 5: Consumer Behavior Chapter 8: STP	September 19: Cialdini Quiz 2 (over Chapters 3 & 4)
6 Sept. 22-26	Chapter 9: Marketing Research Special Topic: Social Media	
7 Sept. 29- Oct. 3	Special Topic: Social Media Chapter 10: Product, Branding, & Packaging	October 1: TEST 2 (over textbook Chapters 5, 8, 9, and Special Topics)
8 Oct. 6-10	Chapter 10: Product, Branding, & Packaging Chapter 11: Developing New Products	October 8: Cialdini Quiz 3 (over Chapter 5)
	FALL BREAK: October 11-19	
9 Oct. 20-24	Chapter 12: Services-The Intangible Product Chapter 13: Pricing Concepts for Establishing Value	
10 Oct. 27-31	Chapter 13: Pricing Concepts for Establishing Value Chapter 14: Supply Chain Management	October 27: Cialdini Quiz 4 (over Chapter 6) October 31: TEST 3 (over Chapters 10-13)
11 Nov. 3-7	Chapter 14: Supply Chain Management Chapter 15: Retailing Management Chapter 16: Integrated Marketing Communication	November 3: Reference Assignment due November 7: Cialdini Quiz 5 (over Chapter 7)
12 Nov. 10-14	Chapter 16: Integrated Marketing Communication Chapter 17: Advertising, PR, & Sales Promotions Project Review	
13 Nov. 17-21	Chapter 6: Business-to-Business Marketing Chapter 7: Global Marketing Final Review	November 21: Written Projects due
14 Nov. 24-28	Final Presentations Nov. 26-28: Thanksgiving Break	November 24: Final Presentations begin
15 Dec. 1-5	Final Presentations	
16 Dec. 8-12	Final Examinations	

Course Inventory for ORU's Student Learning Outcomes

Principles of Marketing MKT 130
Fall 2014

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	

(Revised 4/9/2014)