

Syllabus for
MKT 131-Principles of Marketing
3 Credit Hours
Fall 2014

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

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. 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 books:

Kotler and Armstrong. *Principles of Marketing*, 14 ed. Pearson. ISBN: 978-013-2167123.

Wall Street Journal – Subscription Available in the Bookstore

V. 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. Attendance and Assignments Policy
 - a. Medical or Administratively Excused Absences
 - (1) 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.
 - (2) 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. Additional time to complete exams may be granted upon written request of the professor.

(3) Class assignments are due the next class after the student returns. Late assignments will adhere to the unexcused absence policy for late assignments.

(4) The student is responsible for securing hand-outs issued during the absence.

b. Unexcused Absences and Tardies

(1) 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.

(2) There will be no make-up for in-class activities or pop quizzes.

(3) Class assignments are due at the beginning of class on the assigned date. Assignments received during or at the end of class will receive a 10% reduction in points earned. Assignments received after class on the assigned date will receive 75% credit. Assignments received the next day will receive 50% credit. No assignments will be accepted after the following day.

(4) Appearing in class out of dress code will result in an unexcused absence.

2. Evaluation Procedures

a. Point Distribution

Book Cases	100
WSJ Case	100
Midterm	100
Final Exam	<u>100</u>
Total Course Points:	400

b. Grading Scale

630-700 points =>	=	A
560-629 points =>	=	B
490-559 points =>	=	C
420-489 points =>	=	D
Below 419 points =>	=	F

3. Professor's Contact Details:

Kevin Schneider

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Email: kschneider@oru.edu

4. Whole Person Assessment Requirements: None.

VI. COURSE CALENDAR

Week	Lecture/Chapters	Homework	Due
1	Chapter 7: Customer Driven Marketing Strategy: Creating Value for Target Customers	Book Case 1 WSJ Case 1	
2	Chapter 8: Products, Services and Brands: Building Customer Value Chapter 9: New Product Development and Product Life-Cycle Strategies	Book Case 2 WSJ Case 2	Book Case 1 WSJ Case 1
3	Chapter 10: Pricing: Understanding and Capturing Customer Value Chapter 11: Pricing Strategies	Book Case 3 WSJ Case 3	Book Case 2 WSJ Case 2
4	Midterm Exam		
5	Chapter 12: Marketing Channels: Delivering Customer Value Chapter 13: Retailing and Wholesaling Chapter 15: Advertising and Public Relations	Book Case 4 WSJ Case 4	Book Case 3 WSJ Case 3
6	Chapter 16: Personal Selling and Sales Promotion Chapter 17: Direct and Online Marketing: Building Direct Customer Relationships	Book Case 5 WSJ Case 5	Book Case 4 WSJ Case 4
7	Final Exam		Book Case 5 WSJ Case 5

Course Inventory for ORU's Student Learning Outcomes

Principles of Marketing MKT 131
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 1/31/2014)