

Syllabus for  
**MKT 130-Principles of Marketing**  
3 Credit Hours  
Spring 2015

I. COURSE DESCRIPTION

Principles of marketing is a foundational view of the field of marketing. Topics evolve from planning to implementation and analysis, as well as application of learning. Course materials are related to both business and consumer market perspectives.

Prerequisite: None

II. COURSE GOALS

- A. This course develops the main body of marketing theory. Additionally, the material is designed to improve student communication skills requisite to successful business careers.
- B. In line with the purpose of this University, this course seeks to do the following:
  - 1. Contribute to the education of the whole person.
  - 2. Encourage each student to place faith in Jesus Christ at the center of their lives.
  - 3. Encourage the synthesis and integration of the common bond of knowledge provided by the university into a unified whole.
  - 4. Sharpen the communication, computation, and critical analysis skills of each student.
  - 5. Develop appreciation for differing cultures.
  - 6. Increase the students' recognition of God's order, diversity, and creativity and their consequences in the social and historical sciences.
  - 7. Demonstrate that knowledge and experience are related, not separated.
  - 8. Assist the students' development of basic skills, acquiring of basic knowledge, and formulation of a world vision.
  - 9. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
- C. In line with the purpose of the marketing program, this course is designed to prepare a student for an active role in marketing industry. An objective of this program is to combine the broad foundation of business administration with marketing skills and decision-making experience so that the student has the potential for maximum personal achievement and maximum benefit to their future employers. Through all of the courses in marketing, it is the purpose of the program to develop an integrated person--spiritually alive, intellectually alert, physically disciplined, socially adept and professionally competent.
- D. In line with the departmental objectives, this course seeks to prepare the student in the following areas:
  - 1. Critical thinking (skills in reasoning, objectivity, analysis, interpretation, research, or decision making relevant to the discipline)
  - 2. Communication (abilities in areas such as written, oral, and nonverbal communication; group process; information technology and/or media production)

3. Broad, comprehensive, foundational knowledge for the professional standards of the major
4. Broad interpretation of the dynamics of business within the social and professional context
5. Internalization of Christian business ethics and professionalism

### III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

Upon successful completion of Principles of Marketing, 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 by 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 discussions and communicate results in oral presentations and written reports.

### IV. TEXTBOOK AND OTHER LEARNING RESOURCES

- A. Required Material  
Textbook  
Grewal and Levy. *Marketing, 4th ed.* McGraw- Hill Irwin.  
ISBN: 9780077861025
- B. Other Materials
  1. Various text taking materials (Scantron, Blue Blook, etc.)
  2. Tulsa City County Library Card
  3. Selected Readings: Each student is responsible for locating and reading assigned articles and cases

### V. POLICIES AND PROCEDURES

- A. University Policies and Procedures
  1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
  2. Students taking a late exam because of an unauthorized absence will be 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,

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 a 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 a Whole Person Assessment artifact is a zero for that assignment.
  - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

#### B. College of Business Policies and Procedures

1. Late tests - When a student misses an exam for an unexcused reason, the student should obtain a petition for late exam from the School of Business Secretary. The petition must then be approved by the instructor. The student will go to Student Accounts to pay the late exam fee, receive a signature from student accounts verifying the receipt of payment, and then take the form back to the instructor at the prearranged time to make up the exam. **The student will be penalized one letter grade for a late test.**
2. Cell Phones
  - a. Cell phone usage of any type is prohibited in the classroom during class hours. All cell phones shall be stored out of sight and silenced/turned off. If a student fails to comply with this requirement, the professor may (at the professor's discretion) dismiss the student from class and mark the student for an unexcused absence. Students may (prior to the beginning of class) request an exception to this policy if some type of extenuating circumstance exists that would reasonably justify the granting of an exception and a possible disruption of the class for taking an incoming call, text messaging, etc.

- b. Unless specifically pre-authorized by the professor, portable or handheld computer/calculator, cell phone, and all other media/multi-media device usage of any type are prohibited in the classroom during class examinations. All such devices shall be stored out of sight and silenced/turned off. If a student fails to comply with this requirement, the professor may (at the professor's discretion) dismiss the student from class, mark the student for an unexcused absence, and/or penalize the student by deducting points on the exam. With regard to cell phone usage, students may (prior to the beginning of class) request an exception to this policy if some type of extenuating circumstance exists that would reasonably justify the granting of an exception and a possible disruption of the class for taking an incoming call, text messaging, etc. In this instance the cell phone should be left with the professor during the class, and if an incoming call is received the student will retrieve the phone from the professor to respond.

### C. Course Policies and Procedures

1. Grade Scale  
A = 90% +  
B = 80%-89%  
C = 70%-79%  
D = 60%-69%  
F = Below 60%
2. Point Distribution (Total of 500 Points)  
Quizzes & Participation – 100 Points  
Exams – 300 Points  
Marketing Plan - 100 Points
3. Exams  
Exam consist of questions over the text, handouts, and class lectures. Exams are cumulative. Any disputes regarding exam questions or grades must be submitted in writing. Students should indicate the accepted response, his or her response, and justification for the accuracy of his or her response.
4. Grading  
Grading for the marketing plan, presentations, and assignments will be based upon the quality of the written analysis and individual contribution to the project. Team members will be required to complete a confidential, critique of each team member's performance. The peer evaluation score for an individual will reflect averaged responses from team members. Final project scores (plan, presentation, assignments) assigned to teams may also be individually revised, based upon the critiques. This is to encourage teams to work on a professional level and to participate equally in the development of the project. The final project grade for an individual will be the team score with any adjustments from peer and instructor review of an individual's performance.
5. Attendance  
Students are required to attend class. Students will be permitted two (2) unexcused absences. Students missing more than two class periods will be penalized by missing

class participation points at the instructor's discretion.

6. Late Work  
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 50% credit. No assignments will be accepted after the due date.
7. Whole Person Assessment Requirements: *None*
6. Contact Information  
Steven Rydin  
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GC 3B23  
x7295

## VI. COURSE CALENDAR

NOTE: Refer to separate document.

Course Inventory for ORU's Student Learning Outcomes  
***Principles of Marketing, MKT 130***  
***Spring 2015***

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	<b>Outcome #1 – SPIRITUALLY ALIVE</b>				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	<b>Outcome #2 – INTELLECTUALLY ALERT</b>				
	<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	<b>Outcome #3 – PHYSICALLY DISCIPLINED</b>				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				X
3B	Physically active lifestyle				X
3C	Properly balanced nutrition plan				X
4	<b>Outcome #4 – SOCIALLY ADEPT</b>				
	<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		