

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

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. Understand the concepts within a marketing plan
- C. Comprehend sustainable competitive advantages
- D. Identify and describe the marketing mix
- E. Realize importance of consumer behavior and marketing variables
- F. Describe macroenvironmental factors and how they relate to marketing
- G. Recognize psychological motivations within marketing
- H. Discover the uses of primary and secondary research from a marketing perspective and correctly reference professional sources
- I. Learn the fundamentals of products and services marketing
- J. Study current marketing strategy formulation and implementation in congruence with the marketing mix
- K. Develop the communication skills requisite to successful marketing careers
- L. Internalize Christian business ethics and professionalism.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

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 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

Required books:

Grewal and Levy. *Marketing*, 4th ed. McGraw- Hill Irwin
ISBN: 978-0-07-786102-5

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 Policy & Late Assignments

Attendance is required within the College of Business at Oral Roberts University.

2. Excused Absences

a. Administrative Excuse

- i. Communicate with the professor prior to the event causing a class absence. If at all possible, present administrative excuse form before the day(s) to be missed.
- ii. It is the student's responsibility to secure any hand-outs issued during the absence.
- iii. Homework due will be due on or before missed class. You will need to make arrangements. Work turned in late will be considered late.

3. Unexcused Absences

a. Missed Exams

- i. Should a student miss an exam on the day of the test and not have proper documentation for missing, it will up to the discretion of the professor to allow the test to be taken.
- ii. If student be permitted to take the exam, a late fee will be imposed with a 15% reduction in points.

b. Quizzes, Homework and In-Class Assignments

- i. No make-up for in-class assignments or quizzes will be permitted with an unexcused absence or tardy
- ii. Homework will be accepted but with a 10% reduction in points for each day submitted late.

c. Partial Attendance

- i. Should the student leave prior to the end of the class and not return, it will count as an unexcused absence.
- ii. An unexcused early leave will result in no allowance of make-up in-class assignments, quizzes, or other classroom activities.
- iii. Appearing out of dresscode and needing to rectify the situation by leaving class can result in an unexcused absence.

Note: excessive unexcused absences may result in a loss of points.

4. Tardies

- a. Unless approved by proper documentation, tardies are not excused.

b. Quizzes

- i. If a student arrives to class after the time of the distribution of the quiz, the student will not be allotted any additional time to compensate for his or her tardiness.
- ii. If a student arrives to class after the quiz has been completed, the student may take quiz but will result in a deduction of 20%.

c. Final Project

- i. Project is due at the beginning of class.
- ii. Failure to submit homework when collected will result in a late submission penalty. Late submission penalties are as follows: a) submitted same class period but after collected, 10% loss, b) submitted same day, 10% loss, c) submitted the next day, 20% loss; d) submitted more than 2 days late, 50% loss; after 2 days late homework may not be accepted (at the instructor's discretion).

Note: Excessive tardiness may lead to a loss of points

5. Evaluation Procedures

a. Point Distribution

Exam One	100
Exam Two	100
Exam Three	100
Quizzes	100
Final Project	100
Total Course Points:	500

b. **Grading Scale**

450 – 500 points	=>	A
400 – 449 points	=>	B
350 – 399 points	=>	C
300 – 349 points	=>	D
Below 300 points	=>	F

6. Professor's Contact Details:

Steven Rydin

Email: srydin@oru.edu

7. Whole Person Assessment Requirements: None.

VI. COURSE CALENDAR

See attached calendar.

Course Inventory for ORU's Student Learning Outcomes

Principles of Marketing MKT 130 Fall 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	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	