

Syllabus for
OL MKT 130 – Principles of Marketing
3 Credit hours
Fall 2016

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.

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

IV. TEXTBOOKS

A. Required Textbooks

Principles of Marketing, 15th Ed. Kotler, P & Armstrong, G. Pearson Publishing: Boston. ISBN-13: 9780133084047

Alternative Editions:

14th Edition: ISBN-13: 978-0132167123

13th Edition: ISBN-13: 978-0136079415

B. Other Resources

- Journal of Marketing
- Journal of Marketing Research
- Journal of Brand Management
- Wall Street Journal

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Students are required to meet specified deadlines for the weekly discussions and quizzes, as well as the final assignment.
2. 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. By law, students are entitled to privacy regarding their records. The Family Educational Rights and Privacy Act of 1974 (FERPA), as amended and available in the [*ORU Employee Handbook*](#), sets forth requirements

designed to protect the privacy of student education records. The law governs access to records maintained by educational institutions and the release of information from those records.

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.

A. Online Programs - Policies and Procedures

1. **Learning Community:** Online learning community is established through active participation in the threaded weekly discussions. The mutual exchange of ideas, information, and experiences is an essential part of the learning process, and students are encouraged to use the discussion forum as virtual classroom platform.
2. **Netiquette and Online Discussions:** Online etiquette (netiquette) expectations include the following: (1) Be polite in your answers. Always address each other by name and sign your own name. Always be kind, even when you disagree. Do NOT type in all caps or use exclamation points!!!! (2) Do not use one-word answers or say "I agree" when responding. Always give meaningful responses. (3) Be professional. Proofread for correct spelling and grammar when posting answers. Write in full sentences. (4) Answer questions and complete assignments on-time. Remember that your classmates are dependent on your timely response(s).
3. **ADA and Students with Disabilities:**
 - Click here (<http://www.brightspace.com/about/accessibility/>) to view Desire2Learn's "Accessibility Resources for Students with Disabilities."
 - Students requiring Disability Services from ORU, please click here (http://www.oru.edu/current_students/my_services/student_resources/disability-services/)
4. **Useful Links for Online Students:**
 - [Student Learning Glossary](#)
 - Library: <http://library.oru.edu>.
 - D2L Helpdesk: d2lhelp@oru.edu
 - I.T. Student Helpdesk: studenthelpdesk@oru.edu

Contact the University: please [fill out this online form](#). Please first contact your instructor for assistance with any matter specific to the course.

B. Course Policies and Procedures

1. Evaluation Procedures
 - a. Grading Scale
 - A = 90% -100%
 - B = 80% - 89%
 - C = 70% - 79%
 - D = 60% -69%
 - F = Below 60%
 - b. Point Distribution:

6 Threaded Discussions	60 points
11 Chapter Quizzes	220 points
Reflection Paper	30 points
<u>Final Assignment</u>	<u>200 points</u>
Total	510 points

2. Whole Person Assessment Requirements: None
3. Other Policies
 - a. Assignments are due when scheduled.
 - b. Students are responsible for all information covered, presented, or assigned.
 - c. Exams cover all material presented in class, outside readings, text assignments, films, guest speakers, and handouts.
 - d. Students should utilize modern technology in the development of plans and reports. Professional quality reports and presentations are expected.
 - e. The above are designed to train students to be high performers as well as highly responsible individuals.
 - f. Professor's name: Dr. Chin Choo Robinson
 - g. Offshore Location: Singapore
Telephone: (65) 91685406
e-mail: crobinson@oru.edu

VI. COURSE CALENDAR

Week	Chapter	Title
One	1	Marketing: Creating and Capturing Customer Value
	2	Company & Marketing Strategy: Partnering to Build Customer Relationships
Two	7	Customer-Driven Marketing Strategy: Creating Value for Target Customers
Three	8	Products, Services, and Brands: Building Customer Value
	9	New-Product Development and Product Life-Cycle Strategies
Four	10	Pricing: Understanding and Capturing Customer Value
	11	Pricing Strategies
Five	12	Marketing Channels: Delivering Customer Value
Six	14	Communicating Customer Value: Integrated Marketing Communications Strategy
	15	Advertising and Public Relations
Seven	16	Personal Selling and Sales Promotion

Course Inventory for ORU's Student Learning Outcomes

OLMKT130 – Marketing Management

Fall 2016

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 Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
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 Proficiencies/Capacities				
3A	Healthy lifestyle			X	
3B	Physically disciplined lifestyle			X	
4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences	X			
4D	Responsible citizenship		X		
4E	Leadership capacity	X			