



**Fermanian School of Business**

**Point Loma Nazarene University**

**MKT 2032 (01 and 02): Principles of Marketing**

**Number of Units: 3**

**Fall 2024**

<b>Meeting days:</b> Tuesday/Thursday	<b>Instructor:</b> Mary Beth McCabe
<b>Meeting times:</b> Tu/Th 1:30-2:45 or Tu/Th 3-4:15pm	<b>Phone:</b> cell-858 488 2867
<b>Meeting location:</b> FSB 102	<b>E-mail:</b> mmccabe@pointloma.edu
<b>Final Exam</b> <b>Required in person. See PLNU</b> <b>schedule for your time.</b>	<b>Office location and hours:</b> FSB 142 By appointment

### **PLNU Mission**

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

### **Fermanian School of Business Mission**

**Character – Professionalism – Excellence – Relationships – Commitment – Innovation**

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

### **COURSE DESCRIPTION**

A study of the role of marketing in the organization, in society, and in a global economy. Topics include market analysis, consumer and business marketing, product planning, pricing, distribution, promotion, and ethical issues. Special emphasis will be given to marketing strategy formulation.

## **COURSE LEARNING OUTCOMES**

1. Exhibit an understanding of definitions, terms, basic principles and theories in marketing (PLO 1 & G1).
2. Employ marketing planning process to collect relevant data and analyze the external environments, identify a market and create insights about the market (PLO 2 & G2).
3. Devise a marketing strategy that exhibits a coherent marketing mix (PLO 2 & G2).
4. Formulate marketing decisions informed by Christian ethical and social responsibility principles (PLO 4).
5. Apply professional communication skills to propose a marketing plan (PLO 3).
6. Collaborate effectively in teams to create and present a marketing plan (PLO 5).

## **COMMON MARKETING PROGRAM FRAMEWORK**

The faculty of the Marketing program at Point Loma Nazarene University embraces the following philosophy.

1. We are Market-Oriented. This means that we seek to understand the changing markets and to build win-win value propositions that serve our customers/constituencies.
2. Because we are Market Oriented, we strive to practice marketing by the following principles.
  - We believe that the MARKET should shape how we practice Marketing
  - We believe that Marketing Strategy (how an organization establishes a sustainable competitive advantage) guides Tactics (the product/service value proposition, how it is communicated and how it is executed)
  - We do not want to be myopic...meaning that as the market changes, we must adapt. What worked before may not work in the future.

The Marketing Advisory Board has developed a framework, unique to PLNU Marketing. We call it the UCAM (YOU CAN!). The UCAM is a direct result of the philosophy of marketing above. In the program, students experience and practice being a Marketing Problem Solver.

"We are problem solvers."

This course, and every Marketing course, will give you exposure to and practice with the UCAM.

- U-Uncover customer need/problem
- C-Connect insights to understand customer need/problem
- A-Activate marketing solutions
- M-Measure results

## **REQUIRED TEXT**

**Required Text:** Marketing, 16<sup>th</sup> Edition by Kerin and Hartley

The text is available in the Point Loma Bookstore. Students may buy either the hardcopy or the digital text. CONNECT is NOT REQUIRED. You may get connect if you want the learning resources.

Stand Alone Loose Leaf ISBN: 978-1-264-21875-2

This following link will give you options for access to the text. The options include e-book, loose-leaf text, with Connect (the online student learning aids), rent and purchase.

## **Marketing 16 Edition**

**NOTE: The course is not driven through Connect. Everything that you need is on Canvas.**

## **LEARNING METHOD:**

**Follow this process to improve the learning experience.**

1. Keep the course syllabus easily accessible. It will answer most of the questions that you have regarding when, what, how and where things will happen during the course.
2. Read the chapter in the text assigned for the week before the Tuesday class session.
3. Weekly schedule is as follows.
  - Tuesday is Content Day. We will go over material for the assigned chapter.
  - Thursday is Application Day. Study questions for the chapter will be due. Some weeks may include a chapter quiz, to be taken in class. Most of the day will be for work in teams on the Marketing Challenge Game.
4. The Marketing Challenge Game is a way of experiencing marketing while you learn. The game design gives you an opportunity for an excellent portfolio entry. See the detailed instructions in the next section of the syllabus.
5. All quizzes and weekly summary questions are required.
6. To demonstrate knowledge of Marketing, there will be two exams. Questions will be multiple-choice and/or short essay. See the study presentation deck and study questions.

## **COURSE ASSIGNMENTS**

**Study Questions and Quizzes (10 pts. Each, 100 points total):**

Weekly chapter outlines and responses to study questions will be due. Students may use Chat GPT/Open-source AI for first drafts if they chose. If used, it must be reported, and a copy of the AI generated answer must be provided. *The AI-generated work is not sufficient.* You must “own”

the work by making revisions that align with the specific questions being asked. Credit will not be given for work that is AI-generated, without your additions to align with the questions.

In some weeks, a multiple-choice question quiz will be taken in class on Wednesday. The quiz will be closed book.

One low score will be deducted from the final quiz grade.

**In-class and Homework Assignments:** Individual assignments will be completed during the semester.

**Marketing Challenge Process Assessment (Assessment of Stage One and Final Draft, 50 points each and 100 points total):**

A faculty assessment of the final draft of the Marketing Challenge Game will be conducted. Work will be reviewed, and direction will be provided by the professor before the submission of the final marketing plan.

**Marketing Challenge Game: Final Written Plan & Presentation (150 for Marketing Plan and 50 points for Presentation):**

The Final Project is a Marketing Challenge Game Marketing Plan. This is a group project. Each group will submit a document and give a presentation using a deck (using PowerPoint).

**Marketing Challenge Game Peer Review/Participation: (100 points)**

Peer-to-peer evaluations will be conducted, and each member will receive an individual score based on the peer-to-peer evaluations of the group. Additionally, the faculty will make an assessment in class and MCG participation for the final grade.

**Mid-term and Final Exam (150 points per; 300 points).**

The exams are a combination of multiple choice and essay questions consisting of the most important topics covered in the course.

**ASSESSMENTS AND GRADING**

ASSIGNMENTS	POINTS	GRADE SCALE
Chapter Summaries and Quizzes	100	A= 93-100%
In-class Experiences	100	A-= 92-90%
The Orange Challenge	30	B+= 88-89%
Marketing Challenge Game Stage One Submission	50	B= 83-87%
Marketing Challenge Game Marketing Plan: FINAL Written Plan	150	B-= 80-82%
MCG Presentation	50	C+= 77-79%
Mid-term and Final Exams (150 points each)	300	C= 73-76%
Marketing Challenge Game Peer Review/Professor Participation	100	C-= 70-72%
		D+= 67-69%
		D= 63-66%
		D-= 60-62%
		F= 0-59%

Assessment		
<b>TOTAL</b>	880	

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**IMPORTANT NOTES REGARDING GRADING OF THE MARKETING CHALLENGE GAME:**

1. Individual participation and contribution to the MCG work is essential. A student who does not earn at least a 70 on the Peer Review/Participation grade will not be awarded the entire team score. In this case, the non-participating student can only earn 70% of the total team marketing plan and presentation grade.
2. If a non-participating student is on a winning MCG team, he/she will not be awarded the extra credit points.

**INCOMPLETES AND LATE ASSIGNMENTS**

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All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Assignments that are one day late will be deducted 20%. Any assignment deducted two days late will be deducted 40%. Any assignment submitted after two days will be deducted 60%. Incompletes will only be assigned in extremely unusual circumstances.

**ARTIFICIAL INTELLIGENCE (AI) POLICY**

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You are allowed to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, iA Writer, Gemini, etc.) in this course for first drafts ONLY. Any work that utilizes AI-based tools must be cited per APA 7<sup>th</sup> edition guidelines. Here is an example of proper a citation:

OpenAI. (2024). *ChatGPT* (version 3.5) [Large language model]. Retrieved from <https://chat.openai.com/chat>.

Plagiarism is defined as using or taking credit for someone or something else’s work without permission or acknowledgment. If you use AI tools to generate work in this course and do not properly cite it then it is considered plagiarism and will be reported to the university as an Academic Integrity violation.

Students must provide a copy of the AI-generated work along with the proper citation. *The AI-generated work is not sufficient.* You must “own” the work by making revisions that align with the specific assignment objective(s) and it must be clear that your final submission is uniquely your “own” work. Credit will not be given for AI-generated work without evidence of your “human touch.”

**PLNU COPYRIGHT POLICY**

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Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

**PLNU RECORDING NOTIFICATION**

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In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

### **SPIRITUAL CARE**

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Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

### **PLNU ACADEMIC HONESTY POLICY**

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Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU

must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive an “F” grade.

## **FINAL EXAMINATION POLICY**

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Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Traditional Undergraduate Records: Final Exam Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

## **COURSE SCHEDULE AND ASSIGNMENTS**

### **Principles of Marketing Schedule (Subject to Change)**

#### **WK 1**

September 3	Content Day-Introduction to Course Chapter 1
September 5	Chapter 1 Study Questions Due Application Day-Group Formation

#### **WK 2**

September 10	Content Day-Chapter 2 Meet the Client. Marketing Strategy
September 12	Chapter 2 Study Questions Due

#### **WK 3**

September 17	Content Day-Chapter 3-Scanning the Marketing Environment
September 19	<b>Remote</b> - Application Day-Chapter 3 Study Questions Due/MCG Group work

#### **WK 4**

September 24	Content Day- Chapter 5-Understanding Consumer Behavior
September 26	Application Day-Chapter 5 Application Day-Chapter 5 Quiz and MCG Group Work

#### **WK 5**

October 1	Content Day- Chapter 8-Marketing Research
October 3	Application Day-Chapter 8 Quiz and MCG Group Work

#### **WK 6**

October 8	Content Day-Chapter 9-Market Segmentation, Targeting and Positioning
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October 10	Application Day- Chapter 9 Study Questions Due- MCG Group Work <b>MCG Stage One due at 5:00pm on Saturday, October 12</b> <b>Submit Mid-term Peer Evaluation by Saturday, October 12</b>
<b><u>WK 7</u></b>	
October 15	Application Day and MCG Group Work
October 17	<b>Mid-term Exam</b> on Chapters 1, 2, 3, 5, 8, 9
<b><u>WK 8</u></b>	
October 22	Content Day-Chapter 10-Products and Services
October 24	Fall Break
<b><u>WK 9</u></b>	
October 29	Content Day- Chapter 13- Building the Price Foundation
October 31	Application Day- Study Questions Ch 13 due and MCG Group Work
<b><u>WK 10</u></b>	
Nov 5	Content Day- Chapter 15-Managing Marketing Channels and Supply Chain
Nov 7	Application Day- Study Questions Ch 15 due and MCG Group Work
<b><u>WK 11</u></b>	
Nov 12	Content Day- Chapter 18 Integrated Marketing Communications
Nov 14	Application Day-Chapter 18 Study Questions Due and MCG Group Work
<b><u>WK 12</u></b>	
Nov 19	Content Day- Chapter 19-Advertising, Sales Promotion, PR
Nov 21	Application Day- MCG Group Work The Orange Challenge Due on Saturday, November 23
<b><u>WK 13</u></b>	
Nov 26	Content Day- Chapter 20-Social and Mobile Marketing. Ch 20 Study Questions
Nov 28	Thanksgiving Holiday
<b><u>WK 14</u></b>	
Dec 3	Chapter 21-Professional Sales
Dec 5	Application Day <b>Submit MCG Draft for Faculty Critique-Friday, Dec 6 at 5:00pm</b>
<b><u>WK 15</u></b>	
Dec 10	Team Presentation
Dec 12	Team Presentation <b>Submit Final Marketing Plan-Friday, Dec 13 at 5:00pm</b> <b>Peer Review Due on Friday, Dec 13 at 5:00pm</b>
<b><u>WK 16</u></b>	Final Exam-See official PLNU schedule:

## Marketing Plan: The Marketing Challenge Game (MCG) Fall 2024

### The Competition:

Each student will work in a group of 4-5 persons to develop a marketing plan for a local organization. A case will be developed to guide the game. The project will be developed in two stages during the semester.

At the end of the semester, two members of the Marketing Advisory Board will select a winning team for the Fall 2024 Marketing Challenge Game.

At the end of the semester, Dr. McCabe will provide feedback and grade the work.

The winning team will receive 25 extra credit points and the name of persons on the team will be on Marketing Challenge Winners plaque on display in the Fermanian School of Business.

If a student earns 70 or less on the Peer Review/Participation grade, the student will not earn the extra credit points if her/his team wins. A student earning less than 70 on the Peer Review/Participation grade can only earn 70% of the team grade on the MCG marketing plan and presentation.

Dr. Wiese will grade the final Marketing Plan according to the following criteria.

<b>Marketing Plan Grading Criteria: Total 150 points</b>
<b>Content represents a <u>comprehensive application</u> of the course material to support the Marketing Plan 50 points</b>
<b>Marketing Plan represents <u>accurate theory application</u> of the course material 50 points</b>
<b>Marketing Plan is an <u>engaging, professional and grammatically/correct</u> document 50 points</b>

### Let your Marketing Plan tell the story—make it interesting, visual, and engaging!

THIS IS WHAT YOU WANT TO DO!!! ANSWER:

1. What is the problem, need, opportunity? **Uncover “Where to Play”**
2. What insights from secondary/primary research can be connected to the uncovered problem/need/opportunity that disclose the best way to execute marketing? **Connect understanding to “How to Win”**
3. What is the detailed marketing plan that will solve the problem, meet the customer need and allow you to achieve the SMART Marketing Objective? **“Activate marketing to “Win”**
4. How will you know how you are doing and if your Marketing Plan is working? **Measure results**

### The Marketing Plan is broken into two STAGES of work. CREATE A STORY.

1. **Stage One:** Uncover a need/problem/Opportunity AND Connect insights to the market.

Use both secondary and primary research to inform the following:

- What is the customer problem that you want to solve?

- What is the market situation that leads you to believe that there is a need/want/market opportunity?
- Who is the customer? Segments and target market? Key buying criteria? Motivators?
- What product/service/experience/promotion are you proposing?
- What is the business model (how will you make money)?
- What is your marketing strategy that gives you a competitive advantage?

2. **Stage Two:** Activate Solutions and Measure results

- What is your specific marketing mix to implement your strategy?
  - Price tactics
  - Placement tactics
  - Promotion (Marketing Communication) tactics: How are you going to get the word out, create buzz and sell your product, service, and/or experience? What will you say? How will you execute your message? What channels of communication are you going to use?
- Develop examples of your ads, copy, website, etc.
- How will you measure results? What metrics will you use?

The final marketing plan is one document with the content of each stage presented in ONE coherent form. **The final document should be approximately 20 pages and be visually engaging/interesting.** Bring the concepts to life. This is not a boring academic term paper.

**Presentation:** Groups will be presenting marketing plans to the classroom. The presentations must:

- Be 15 minutes of presentation plus a time of question and answer
- Involve ALL group members