



Fermanian School of Business
Point Loma Nazarene University
BMK 2032 (S1): Principles of Marketing
Number of Units: 3
Fall 2025

Meeting days: Wednesdays	Instructor: Mary Beth McCabe, DBA
Meeting times: 5:30pm-8:45pm	Phone: (mobile)858 488 2867
Class location: Southwestern College Building 25 Room 105	Email: mmmcabe@pointloma.edu
Final Exam: Wednesday, Dec 17	On Campus Office Hours: 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

Upon completion of this course, students will be able to:

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

Marketing, 2025 Release by Kerin and Hartley: **SBN10:** 1264559550 | **ISBN13:** 9781264559558

The text is available in the Point Loma Bookstore or from the link below

Students may also buy/rent the hardcopy/looseleaf or the digital text directly from the publisher. CONNECT is NOT REQUIRED. You may get Connect if you want the learning resources.

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 2025

NOTE: The course is not run through the publisher learning tool called Connect. DO NOT BUY CONNECT UNLESS YOU WANT THE ONLINE STUDY RESOURCES. THE CANVAS COURSE WILL INCLUDE WHAT YOU ABSOLUTELY NEED.

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 Wednesday class session.
3. The class schedule is as follows.
 - Class Part 1 Content. We will go over material for the assigned chapter, expecting you have already read the material. There will be a dinner break.
 - Class Part 2 Application. Your study questions for the chapter will be discussed. Some weeks may include a chapter quiz, to be taken in online or in class. Most of the Application 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.

COURSE ASSIGNMENTS

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

Weekly chapter study questions and responses to study questions with responses will be due during the first five weeks. Students may use Chat GPT/Open-source AI for first drafts if they choose. **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 aligning with the questions.

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

In-class and Homework Assignments: Individual assignments will be completed during the semester. Work must be submitted on the required day and time. Students must communicate with the professor PRIOR to any excused or unexcused absence when points are assigned for an assignment or in-class activity. Students are not eligible to earn points unless they are present in class or have an excused absence/faculty approved absence.

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 directions 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: (140 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 assess 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 Quizzes (10 pts ea.)	100	A= 93-100%
Chapter Study Questions	50	A-= 92-90%
In-class Experiences	50	B+= 88-89%
IMC (Orange) Project	30	B= 83-87%
Introduction	20	B-= 80-82%
Marketing Challenge Game Stage One Submission	50	C+= 77-79%
Midterm Peer review	10	C= 73-76%
Marketing Challenge Game Stage Two Submission	50	C-= 70-72%
		D+= 67-69%
		D= 63-66%
		D-= 60-62%
		F= 0-59%

Marketing Challenge Game Marketing Plan: FINAL Written Plan	150	
MCG Presentation	50	
Mid-term and Final Exams (150 points ea.)	300	
Marketing Challenge Game Peer Review/Professor Participation Assessment	140	
Course Evaluation (extra credit)		
TOTAL	1000	

IMPORTANT NOTES REGARDING THE 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 up to 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

All assignments are to be submitted/turned in by the beginning of the class session when they are due, including assignments posted on 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%. Incomplete work will only be assigned in extremely unusual circumstances.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. Our class will also hold a potluck on this date, so we will have a small celebration, after the exam.

ARTIFICIAL INTELLIGENCE (AI) POLICY

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

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at www.pointloma.edu/nondiscrimination.

LOMA WRITING CENTER

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- Appointment Calendar: <https://plnu.mywconline.com/>
- Website: <https://www.pointloma.edu/centers-institutes/loma-writing-center>
- Email: writingcenter@pointloma.edu

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

SPIRITUAL CARE

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 your professor or the [Office of Spiritual Life and Formation](#).

PLNU COPYRIGHT POLICY

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

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.

PLNU ACADEMIC HONESTY POLICY

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 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. Faculty should follow and students may appeal using the procedure in the university Catalog.

See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

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 or 619-849-2533). Once a student's eligibility for accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors can view a student's approved accommodations through Accommodate.

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 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 accommodation 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 accommodation.

PLNU ATTENDANCE AND PARTICIPATION POLICY

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.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

COURSE SCHEDULE AND ASSIGNMENTS

Principles of Marketing Schedule (Subject to Change)

WK 1

September 3

Content-Introduction to Course Chapter 1-Creating Customer Application-Group Formation

WK 2

September 10

Content Day- Content-Chapter 2-Marketing Strategy Application-Chapter Study Questions

WK 3

September 17

Virtual Class Meeting on Zoom. Chapter 3-Scanning the Marketing Environment Application-Chapter Study Questions and MCG Group Work

WK 4

September 24

Content- Chapter 5-Understanding Consumer Behavior Application-Chapter 5 Study Questions Due and MCG Group Work

WK 5

October 1

Content- Chapter 8-Marketing Research Application-Chapter 8 Quiz and MCG Group Work

WK 6

October 8

Content- Chapter 9-Market Segmentation, Targeting and Positioning Application- Chapter 8 Quiz and MCG Group Work

WK 7

October 15

Content-Midterm Exam Review Application and MCG Group Work
MCG Stage One is due at 5:00pm on Saturday, October 18
Submit Mid-term Peer Evaluation by Saturday, October 18

WK 8

October 22

Mid-term Exam on Chapters 1, 2, 3, 5, 8, 9

WK 9

October 29

Content-Chapter 10-Products and Services Application- Critique of Stage One of MCG

WK 10

November 5

Content- Chapter 18 and 19-Integrated Marketing Communications Application-Group Work
The IMC Orange Challenge Due on Sunday, November 9

WK 11

November 12

Content-Chapter 20-Social and Mobile Marketing

Application-MCG Group Work

WK 12

November 19

Content- Chapter 13- Building the Price Foundation

Application- MCG Group Work and Chapter 13 Study Questions Due

WK 13

November 26

Content- Chapter 15-Managing Marketing Channels and Supply Chain

Application- MCG Group Work and Chapter 15 Study Questions Due

WK 14

December 3

Chapter 21-Professional Sales and Application

Application-Group Work

Submit MCG Draft for Faculty Critique-Friday, December 5 at 5:00pm

WK 15

December 10

Team Presentation

Submit Final Marketing Plan-Saturday, December 13 at 5:00pm

Peer Review Due on Saturday, December 13

WK 17

Final Exam and PotLuck-Wednesday, December 17

Marketing Plan: The Marketing Challenge Game (MCG) Fall 2025

The Competition:

Each student will work in a group of 2-3 people 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, your instructor will select a winning team for the Spring 2025 Marketing Challenge Game. At the end of the semester, will provide feedback and grade the work.

The winning team will receive 25 extra credit points and the name of the people 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.

The final Marketing Plan will be graded according to the following criteria.

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

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 discloses 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 customers’ needs 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?
 - o Price tactics
 - o Placement tactics
 - o 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 the 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 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