

Fall 2025

Meeting days: Thursday	Instructor title and name: Assistant Professor of Data Analytics, Thea Copeland, MBA
Meeting times: 6 to 8:45 pm	Phone: (760) 653-6140
Meeting location: Mission Valley 316	E-mail: tcopelan@pointloma.edu
Final Exam: 12/18, 6 to 8:45 pm	Office location and hours: FSB Office ##, M: 1:30 to 2:30 pm, T & Th: 12 to 1 pm, Upon Request

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 is an expression of faith. Being of Wesleyan heritage, we strive 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

This course provides an overview of marketing in a market-oriented and socially responsible firm. The focus is on essential marketing values, attitudes and practices needed by successful managers in every function within an organization. The perspective taken is on the philosophies and processes for marketing decision-making required by an organization to fulfill both the economic and the social goals. Topics include market analysis, marketing strategy and the execution of an effective marketing plan. The integration of financial, social, and marketing metrics to measure performance are highlighted.

COURSE LEARNING OUTCOMES

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

1. Explain the fundamentals of marketing concepts and strategy (PLO 1).
2. Interpret the customer, competitor, organizational, and environmental influences on strategic marketing decisions (PLO 3).

3. Manage the marketing functions in an applied project (PLO 3).
4. Support ideas and present information clearly through effective communication (PLO 6).
5. Collaborate as an effective team member when making strategic marketing decisions (PLO 7).

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- Schaeffer, Mark (2023), *Belonging to the Brand: Why Community is the Last Great Marketing Strategy*, ISBN: 9781733553391
- Kotler, Philip, Kevin Lane Keller & Alexander Chernev. (2022). *Marketing Management*, (16th ed.). Pearson. ISBN-13: 9780135887158. [Click this link](#) to access the eTextbook.

ASSESSMENT AND GRADING

Assignments & Exams	Quantity	Points	Points Total	Grading Scale
Online Discussions	6	5 – 25	115	A=93-100
Homework & In-Class Assignments	4	10-25	70	A-=90-92
Current Topic Presentation	4	5 – 50	105	B+=87-89
Midterm and Final Exams	2	100 – 150	250	B=83-86
Strategic Marketing Plan (Pre-Work)	6	10-25	110	B-=80-82
Strategic Marketing Plan (Final Submission)	1	200	200	C+=77-79
Class Participation	1	150	150	C=73-76
Total Points			1,000	C-=70-72
				D+=67-69
				D=63-66
				D-=60-62
				F=0-59

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted by the due date indicated in Canvas. Late assignments are not accepted. Late work will not be accepted for credit except the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, religious holiday. There are no makeup quizzes or exams.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

SPIRITUAL CARE

Mission Valley:

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions for or a desire to meet or share any prayer requests with the onsite chaplain, you may email Dr. Sylvia Cortez Masyuk at scortezm@pointloma.edu.

In addition, on the MV campus there is a prayer chapel on the third floor. It is open for use as a space set apart for quiet reflection and prayer.

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 or as shown in the PLNU Spiritual Care section of this syllabus.

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

GPS ACADEMIC RESOURCES

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- **The GPS Writing Center offers:**
 - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
 - **One-to-one appointments** with the Writing Coach
 - **Microlearning YouTube Video Library** for helpful tips anytime
 - **Research Help Guide** to help you start your research
 - The physical office is located on the third floor of the **Mission Valley Regional Center** off the student lounge
- **Academic Writing Resources Course**: Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. **Watch a quick video run-through** and take time now to explore!
- **Grammarly**: Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
- **Tutoring**: Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

We are here to support you! Contact us anytime: GPSWritingCenter@pointloma.edu

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

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

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 an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to 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 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 accommodations.

COURSE MODALITY DEFINITIONS

1. Online Courses: These are courses with class meetings where all instruction and interaction is fully online.
 - a. Synchronous Courses: At least one class meeting takes place at a designated time.
 - b. Asynchronous Courses: All class meetings are asynchronous.
2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.
3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

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 withdrawal date or, after that date, receive an "F" grade.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to [Academic Policies](#) for additional detail.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

COURSE SCHEDULE AND ASSIGNMENTS

Assignment Descriptions:

“Last Great Marketing Strategy” Online Discussions: (115 Points) The intention of the discussion topics is to expand your learning, enhance course content, and provide collaboration opportunities with other students. Your discussion posts should do more than state your position. Your posts should explain your logic, raise any additional aspects, and invite feedback. Finally, discussion posts should provide supporting information and link course material, include references (as with a formal report), and implement proper grammar.

Homework and In-Class Assignments: (70 Points) Homework and in-class assignments provide opportunity to deepen your understanding and apply course concepts.

Marketing Management Association Conference Presentation: (105 points) Teams of students will develop a presentation for the Marketing Management Association conference that is based on a current topic in marketing. Pre-selected topics are listed in course calendar. Assessment and feedback will be provided for content and presentation. A portion of the presentation grade will be for individual presentation performance.

Midterm and Final Exam: (250 points) Exams are based on the content covered in class and the required readings.

Strategic Marketing Plan: (310 points) Each student will be paired with another student of their choice and together the team will select a firm within a firm to directly work with to come up with a comprehensive plan to achieve a specific marketing objective.

Your task is to apply the various lessons of the course to an analysis of a specific firm. The “firm” may be a small business, corporation or nonprofit. It may be a firm that you work for or are doing an internship/co-op with. The information about the firm must be accessible to you through a person at the firm who is willing to work with you and from other secondary/primary sources. Make sure to cite your sources properly in APA Style. The paper will be roughly 20 pages, plus an Executive Summary (appendices are allowed included).

Class Participation: (150 points) Class sessions will regularly have an in-class experience, such as a “what would you do.” These activities will be for points. You must be present to earn these points. Make your presence known in a positive way by arriving to class on-time, responding to questions, offering insights and asking questions to support in-class discussion. Engage verbally and non-verbally during activities. Use technology to support the learning process instead of non-course related activities.

WK Date	Class Content or Assignment	Assignment Due Date
WK1 09/04	Light Week - No Class WK1 Survey: Current Topic Selection WK1 Discussion: Getting to Know You	Wed, 09/03 @ Midnight
WK2 09/11	WK2 Homework: myPLNU App Pre-Class Post WK2 Discussion: Belonging to Brand Chapters 1, 2, and 3	Wed, 09/10 @ Midnight
WK3 09/18	WK3 Strategic Marketing Plan: Select a Firm WK3 Discussion: Belonging to the Brand Chapters 4, 5, and 6	Wed, 09/17 @ Midnight
WK4 09/25	WK4 Strategic Marketing Plan: SMART Marketing Objective WK4 Discussion: Belonging to the Brand Chapters 7, 8, and 9	Wed, 09/24 @ Midnight
WK5 10/02	WK5 Discussion: Belonging to the Brand Chapters 10, 11, 12 and Conclusion	Wed, 10/01 @ Midnight
WK6 10/09	WK6 In-Class Assignment: Customer Analysis WK6 Strategic Marketing Plan: Situation Analysis	Wed, 10/08 @ Midnight
WK7 10/16	WK7 In-Class Assignment: Product Strategy	Wed, 10/15 @ Midnight
WK8 10/23	WK8 Midterm Review	
WK9 10/30	WK9 Midterm Exam	
WK10 11/06	Guest Speaker WK10 Homework: Marketing Analytics	Wed, 11/05 @ Midnight
WK11 11/13	WK11 Strategic Marketing Plan: Customer Analysis and Marketing Strategy Analysis WK11 Homework: Roblox Case Study	Wed, 11/12 @ Midnight
WK12 11/20	WK12 Strategic Marketing Plan: Activate Solutions & Marketing Recommendations	Wed, 11/19 @ Midnight
WK13 11/27	Holiday - No Class	Wed, 11/26 @ Midnight
WK14 12/04	Customer Loyalty	
WK15 12/11	Strategic Marketing Plan Final Submission	Wed, 12/10 @ Midnight
WK16 12/18	Final Exam	