



Fermanian School of Business

Point Loma Nazarene University

MKT 2032 (03): Principles of Marketing

Number of Units: 3

Spring 2026

Meeting days: Tuesday/Thursday	Instructor: Michael D. Wiese, Ph.D.
Meeting times: 11:00-12:15	Phone: cell-765.425.0955
Class location: FSB 103	Email: mwiese@pointloma.edu
Final Exam: Thursday, May 7 from 10:30-1:00	On Campus Office Hours: FSB 120 Monday 9-10, Tuesday 2-3, Wednesday 8-10, Thursday 2-3, Friday 9-noon

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:

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1. Exhibit an understanding of definitions, terms, basic principles and theories in marketing (TUG: PLO 1 & G1); (BBA: PLO 1 & G1); (BAOL: 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 & G2); (BBA: PLO 2 & G2); (BAOL: PLO 1).
3. Devise a marketing strategy that exhibits a coherent marketing mix (TUG: PLO 2 & G2); (BBA: PLO 2 & G2); (BAOL: PLO 1).
4. Formulate marketing decisions informed by Christian ethical and social responsibility principles (TUG: PLO 4); (BBA: PLO 4); (BAOL: PLO 3).
5. Apply professional communication skills to propose a marketing plan (TUG: PLO 3); (BBA: PLO 3); (BAOL: PLO 2).
6. Collaborate effectively in teams to create and present a marketing plan (TUG: PLO 5); (BBA: PLO 5); (BAOL: PLO 4).

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. As part of the LomaBooks program, you can purchase the hardcopy form of the text.

Lomabooks Instructions for Students:

*This course is part of our course material delivery program, **LomaBooks**. The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.*

You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your materials.

*For more information about **LomaBooks**, please go: [HERE](#)*

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 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. The 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.

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 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 question quiz will be taken in class on Thursday. 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. 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-50 points and Final Paper-150 points):

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 or Prezi).

Marketing Challenge Game Peer Review/Faculty Participation Assessment: (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 assess in-class attendance 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% A-= 92-90% B+= 88-89% B= 83-87% B-= 80-82% C+= 77-79% C= 73-76% C-= 70-72% D+= 67-69% D= 63-66% D-= 60-62% F= 0-59%
In-class Experiences	100	
IMC Project	30	
Marketing Challenge Game Stage One Submission	50	
Marketing Challenge Game Marketing Plan: FINAL Written Plan	150	
MCG Presentation	50	
Mid-term and Final Exams (150 points each)	300	
Marketing Challenge Game Peer Review/Professor Participation Assessment	100	
TOTAL	880	

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. 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.

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)

WK1

January 13	Content Day-Introduction to Course
January 15	Application Day-Group Formation

WK2

January 20	Content Day-Chapter 1-Creating Customer
January 22	Application Day
	Chapter 1 Study Questions Due

WK3

January 27	Content Day-Chapter 2-Marketing Strategy
January 29	Application Day- Meet the Coaches
	Chapter 2 Study Questions Due and MCG Group Work

WK 4

February 3	Content Day-Chapter 3-Scanning the Marketing Environment
February 5	Application Day-Chapter 3
	Chapter 3 Study Questions Due and MCG Group Work

WK 5

February 10	Content Day- Chapter 5-Understanding Consumer Behavior
February 12	Application Day-Chapter 5 Quiz and MCG Group Work

WK 6

February 17	Content Day- Chapter 8-Marketing Research
February 19	Application Day- Chapter 8 Quiz and MCG Group Work

WK 7

February 24	Content Day-Chapter 9-Market Segmentation, Targeting and Positioning
February 26	Application Day and MCG Group Work
	MCG Stage One is due at 5:00pm on Saturday, February 28
	Submit Mid-term Peer Evaluation by Saturday, February 28

WK 8

March 3	Mid-term Exam on Chapters 1, 2, 3, 5, 8, 9
March 5	Application Day-Team Critiques

Spring Break: March 9-13

WK 9

March 17
March 19

Content Day-Chapter 10-Products and Services
Application Day- Critique Day
Chapter 10 Study Questions Due

WK 10

March 24
March 26

Content Day- Chapter 18 and 19-Integrated Marketing Communications
Application Day-Group Work

WK 11

March 31
April 2

Content Day-Chapter 20-Social and Mobile Marketing
Easter Break

WK 12

April 7
April 9

Content Day- Chapter 13- Building the Price Foundation
Application Day-MCG Group Work
The Orange Challenge Due on Sunday, April 12

WK 13

April 14
April 9

Content Day- Chapter 15-Managing Marketing Channels and Supply Chain
Application Day

WK 14

April 21
April 23

Chapter 21-Professional Sales and Application Day
Application Day-Group Work
Submit MCG Draft for Faculty Critique-Friday, April 17 at 5:00pm

WK 15

April 28
April 30

Team Presentations
Team Presentations
Submit Final Marketing Plan-Saturday, May 2 at 5:00pm
Peer Review due on Saturday, May 2

WK 16

Final Exam: Thursday, May 7 from 10:30-1:00

Marketing Plan: The Marketing Challenge Game (MCG) Spring 2026

The Competition:

Each student will work in a group of 4-5 people to develop a marketing plan for a start-up idea. The project will be developed in two stages during the semester. The team may come up with an original idea for this course or use a concept that has been previously explored.

At the end of the semester, two members of the Marketing Advisory Board will select a winning team for the Spring 2026 Marketing Challenge Game.

At the end of the semester, Dr. Wiese 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. Individual scores on the presentation and on the paper can be different in a team reflecting the different levels of work completed on the project.

Dr. Wiese will grade the final Marketing Plan 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 the Problem or Need**
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 insights to understand how to solve the problem and meet the need.**
3. What is the “go to market” marketing plan that will solve the problem, meet the customers’ needs and allow you the best chance to secure funds and launch the business? **Activate marketing solutions.**
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.

Judges will rank the six teams at mid-term into two tiers. Top Tier are the better papers and Bottom Tier are the papers needing the most improvement.

Use both secondary and primary research to inform the following:

- What is the customer problem that you want to solve?
- What is the product/service idea to solve this problem?
- 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?
- How does the product/service align to solve the customer problem/meet the need?
- 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 go-to-market 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 go-to-market results? What metrics will you use?
- What is your funding request?

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