



Fermanian School of Business
Point Loma Nazarene University
MKT 2032 (04): Principles of Marketing
Number of Units: 3

Fall 2026

Meeting days: Monday & Wednesday	Instructor: Emilio Vargas
Meeting times: 1:30 to 2:45PM	Phone: cell-858-663-8939
Class location: FSB 103	Email: evargas@pointloma.edu
Final Exam- Tuesday Dec 14 1:30PM	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 (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: Marketing, 16th 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.

When using this link, make sure you access the 16th Edition and not the 2024 edition.

NOTE: The course is not driven through Connect. DO NOT BUY CONNECT. Everything that you need is on Canvas.

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](#)*

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.
 - Mondays are usually Content Day. We will go over material for the assigned chapter.
 - Wednesdays are usually Application Day.
 - Most of the day will be for team work 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 assignments are required.
6. To demonstrate knowledge of Marketing, there will be two exams. Questions will be multiple-choice, true/false, and/or short essay.

COURSE ASSIGNMENTS

Study Questions, Quizzes, Homework (9 @ 10 pts. each, 1 @ 25pts each, 115 points total):

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.

Participation (50 points total):

Participation in class discussions, contributions during team discussions. Absence results in lost participation points. 6 or more absences will result in the loss of all participation points and may result in unenrollment. 3 or more absences will result in the loss of 25 participation points.

Limited engagement in class discussions will result in no more than 70% grade in participation.

How to engage: ask questions, answer questions, act as team spokesperson for team exercises.

Marketing Challenge Sections (proposal 10pts; 3 sections (SWOT, Segmentation & Target Market, Product Strategy @ 50pts each, and Marketing Objectives @ 25pts, 185 points total):

A faculty assessment 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 (200 points for Marketing Plan and 100 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: (50 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 each; 300 points total)

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, Homework, Quizzes, and In-class Experiences	90	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%
User/Buyer Research Plan	25	
Participation	50	
Marketing Challenge Sections	185	
Marketing Challenge Game Marketing Plan: FINAL Written Plan	200	
MCG Presentation	100	
Mid-term and Final Exams (150 points each)	300	
Marketing Challenge Game Peer Review/Professor Participation Assessment	50	
TOTAL	1,000	

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 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

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% and so on. Incompletes will only be assigned in extremely unusual circumstances.

PLNU ACADEMIC BEHAVIOR POLICY

Both faculty and students at Point Loma Nazarene University have the right to expect a safe and ordered environment for learning. Students are expected to take the initiative to learn and conduct themselves in a mature and civil manner in the classroom environment. Any student behavior that is disruptive or threatening is a serious affront to Point Loma Nazarene University as a learning

community. Students who fail to adhere to these behavioral standards may be subject to disciplinary action, including removal from class or further university sanctions. For a full definition of disruptive behavior, response procedures, and the appeal process, please consult the Academic Behavior Policy in the University Catalog.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro, GrammarlyGo, Perplexity, etc.) to generate ideas, as a learning tool, or in some cases generate portions of work you will submit. I will specify in individual assignments what constitutes appropriate use of AI for that assignment. Please use this [Purdue resource](#) to guide your citations when using AI.

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."

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 the [Office of Spiritual Development](#)

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 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. 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. 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 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

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.

SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. 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 help and support 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, it is 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

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 require 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.

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.

State Authorization

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

PLNU Recording Notification

3. 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.
4. 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.
- 5.

COURSE SCHEDULE AND ASSIGNMENTS

Principles of Marketing Schedule (Subject to Change)

WK1

Aug 31/Sept 1 Chapter 1
Sept 6 What is Marketing Assignment

WK 2

Sept 9 Chapter 2-Marketing Strategy (no class Monday Sept 7)
Sept 13 Chapter 2 Study Questions Due
MCG Proposal Due

WK 3

Sept 14/16 Chapter 3-Scanning the Marketing Environment
Sept 20 Chapter 3 Study Questions Due

WK 4

Sept 21/23 Chapter 5-Understanding Consumer Behavior
Sept 27 Chapter 5 Quiz;
MCG Team SWOT Due

WK 5

Sept 28/30 Chapter 9-Market Segmentation, Targeting and Positioning

WK 6

Oct 5/7 Chapter 8-Marketing Research
Oct 11 Chapter 8 Quiz;
MCG Team Segmentation & Target Market Due

WK 7

Oct 12/14 Chapter 7-Understanding & reaching the Global Consumers and Market
Oct 18 Submit Mid-term Peer Evaluation;
User/Buyer Research Plan due

WK 8

Oct 19 Mid-term Review
Oct 21 **Mid-term Exam** on Chapters 1, 2, 3, 5, 8, 9

WK 9

Oct 26/28 Chapter 10 and 11 - Products and Services
Nov 1 Positioning Assignment Due

WK 10

Nov 2/4 Chapter 18 and 19 - Integrated Marketing Communications
Nov 8 MCG Product Strategy Due

WK 11

Nov 9/11 Chapter 20-Social and Mobile Marketing
Promotional Strategy exercises

WK 12

Nov 16/18

Chapter 13 & 14- Building the Price Foundation

Nov 22

Chapter 13 Study Questions Due;
MCG Marketing Objectives Due**WK 13**

Nov 23

Chapter 15-Managing Marketing Channels and Supply Chain
No class Nov 25 - Happy Thanksgiving**WK 14**

Nov 30/Dec 2

Chapter 21-Professional Sales and Application Day

WK 15

Dec 7

Team Presentations

Dec 9

Team Presentations

Dec 12

Final Marketing Plan - Saturday

Dec 13

Peer Review Due - Sunday

WK 16**Final Exam**

Marketing Plan: The Marketing Challenge Game (MCG)

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 Marketing Challenge Game.

At the end of the semester, Prof Vargas 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 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 grade can only earn 70% of the team grade on the MCG marketing plan and presentation.

Prof Vargas will grade the final Marketing Plan according to the following criteria.

Marketing Plan Grading Criteria: Total 200 points
Content represents a <u>comprehensive application</u> of the course material to support the Marketing Plan 100 points
Marketing Plan represents <u>accurate theory application</u> of the course material 50 points
Marketing Plan is an <u>engaging, professional and grammatically/correct</u> 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 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**

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