



Fermanian School of Business
Point Loma Nazarene University
BMK 3032: Principles of Marketing
Number of Units: 3
Fall 2020

Meeting days: Zoom Class on Tuesdays Meeting times: 6:00-8:45 6:00-7:15 Required Zoom Class with time for team meetings after formal class period	Instructor: Michael D. Wiese, Ph.D.
If-Possible Face2Face Sessions in Mission Valley Thursdays: October 1, October 22, November 12, December 10 at Mission Valley	Phone: cell-765.425.0955 office- 619.849.3268,
Meeting location: Remote Course using Zoom	E-mail: mwiese@pointloma.edu
Final Exam: Tuesday, December 15	Office location and hours: Point Loma Campus: Fermanian 129 Meeting 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 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).

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 CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 15 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

REQUIRED TEXT

Required Text: Marketing, 14th Edition by Kerin and Hartely

The text is available in the Point Loma Bookstore. Students may buy either the hardcopy or the digital text.

Stand Alone Loose Leaf ISBN: 9781260157727 / 1260157725

Kerin 14/e Stand-alone Connect Access Card ISBN (includes book and access to Connect Learning Resources) ISBN: 1260157687/9781260157680

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 options.

<https://www.mheducation.com/highered/product/marketing-kerin-hartley/M9781259924040.html#interactiveCollapse>

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

LEARNING METHOD:

The Fall 2020 semester will require unique learning methods. BMK 3032 is designed as a Hybrid/Online course. The majority of the course will be online, with weekly Zoom class sessions on Tuesdays.

If PLNU is able to transition to Face2Face, four sessions will be added to the schedule. The F2F sessions are on Thursdays at PLNU Mission Valley. On those evenings, the class will be divided into two groups. One group will have a F2F class session from 6:00-7:15. The other group will meet from 7:30-8:45. We

will rotate the start time between the two groups so that each group will get to go during the two class times.

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 Zoom class session.**
3. Come to class ready to engage the topic of the assigned chapter.
 - The Zoom/F2F class sessions will combine CONTENT and EXPERIENCE/APPLICATION.
 - In some sessions, students will work in their teams on the Marketing Challenge Game.
 - A Chapter Video Summary is included in most weekly modules as a way of summarizing key lessons and applying them to the practice of Marketing. A summary post on Canvas is included in many weeks as a way of connecting theory to practice and can be completed as part of a class session.
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. On most weeks, a chapter quiz will be required to be taken through Canvas. All quizzes are required but one low score will be dropped.
6. To demonstrate knowledge of Marketing, there will be two exams. Questions will be multiple-choice and/or short essay.

ASSESSMENTS AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly quizzes (9; 10 pts. each)	90	A= 93-100% A-= 92-90% B+= 87-89% B= 83-86% B-= 80-82% C+= 77-79% C= 73-76% C-= 70-72% D+= 67-69% D= 63-66% D-= 60-62% F= 0-59%
Zoom/F2F Class Discussions	50	
/Experiences /Attendances/	100	
Individual and Team Assignments	100	
Canvas Discussions		
Marketing Challenge Game Stage One Submission and Accountability Form	60	
Marketing Challenge Final Draft Assessment	50	
Marketing Challenge Game Marketing Plan: FINAL Written Plan	150	
MCG Presentation	50	

Mid-term and Final Exams (125 points each)	250	
Marketing Challenge Game Peer Review/Professor Participation Assessment	100	
TOTAL	1000	

COURSE ASSIGNMENTS

Quizzes (10 pts. Each, 90 points total):

A multiple choice question quiz will be taken on Canvas. Each question will have a short essay response requirement. Students may use notes/books to answer the questions. One low score will be deducted from the final quiz grade.

Zoom/F2F Class Discussion and Attendance (50 points total):

At many points during the semester, there will be in-class activities designed to experience a particular marketing lesson. Some of the activities will be graded and others will serve as attendance. To be awarded the points, the student must be present in the Zoom or F2F class session that week.

Canvas Discussions (100):

Most weeks will include a Canvas Discussion over material for the week. In many cases, the discussion will relate to the Video Summary.

Individual and Team Assignments (100):

Various weeks will have an individual assignment designed to apply the course material to a personal area of interest. In other weeks, small in-process assignments will assist MCG teams make progress on the MCG.

Marketing Challenge Process Assessment (Assessment of Stage One and Draft Final paper plus a Team Accountability Form. (110 points):

A faculty assessment of Stage One will be provided. Additionally, the team will submit an accountability form for Stage One.

Marketing Challenge Game: Final Written Plan & Presentation (150 for Marketing Plan and 50 points for Presentation for a total of 200 points):

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

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 (125 points per; 250 points).

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

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. Incompletes will only be assigned in extremely unusual circumstances.

SPIRITUAL CARE

At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at mvchaplain@pointloma.edu or gordonwong@pointloma.edu. Rev. Wong's cell number is 808-429-1129 if you need a more immediate response.

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

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 using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

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 in the PLNU Catalog for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to

register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), 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 the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Fully online 3-unit courses:

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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.

Hybrid 3-unit courses only:

At Point Loma Nazarene University, attendance is required at all scheduled classes. Hybrid format means some class meetings will be face-to-face and some will be online. Attendance in the face-to-face classes is to be for the entire time of the class. Arriving late or leaving early will be considered a partial absence. A day of attendance in an online class is determined as contributing a substantive note, assignment, discussion, or submission that adds value to the course as determined by the instructor. Three days of attendance are required each week.

Face-to-face Portion of the Hybrid course

In blended or hybrid courses, if a student misses one face-to-face class then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.

If a student misses two face-to-face classes, the faculty member or Vice Provost for Academic Administration (VPAA) will initiate the student's de-enrollment from the course without further advanced notice to the student. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade of "F" and there will be no refund of tuition for that course.

Online Portion of the Hybrid Course

If a student misses two online classes (fails to contribute to a discussion board) during the course, then the faculty member will send an email to the student and the Director of Student Success warning of attendance jeopardy. There are no exceptions to this policy.

If a student misses three online classes (fails to contribute to a discussion board by the due date) during the course, then the faculty member or Vice Provost for Academic Administration (VPAA) will initiate the student's de-enrollment from the course without further advanced notice to the student. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade of "F" and there will be no refund of tuition for that course.

- 1 missed F2F class = warning
- 2 missed F2F classes = de-enrollment
- 2 missed online classes = warning
- 3 missed online classes = de-enrollment

USE OF TECHNOLOGY

In order to be successful in the online environment, 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 compatible with their computer available to use. If a student is in need of technological resources please contact student-tech-request@pointloma.edu. 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**. No requests for early examinations or alternative days will be approved.

COURSE SCHEDULE AND ASSIGNMENTS

Principles of Marketing Schedule (Subject to Change)

Week 1-September 7 to 13: Zoom Class on Tuesday, September 8

Introduction to Course and Chapter 1-Creating Customer Relationships

***Chapter 1 Video Summary Discussion (Individual Post Due on September 9. Peer Discussion Due on September 13)**

***Chapter 1 Quiz Due on September 11**

Week 2-September 14 to 20: Zoom Class on Tuesday, September 15

Chapter 2 and Porter Generic Model

***Chapter 2 Video Summary Discussion (Individual Post Due on September 16. Peer Discussion Due on September 20)**

***Chapter 2 Quiz Due on September 18**

Week 3-September 21 to 27: Zoom Class on Tuesday, September 22

Chapter 3-Scanning the Marketing Environment

***Chapter 3 Video Summary Discussion (Individual Post Due on September 23. Peer Discussion Due on September 27)**

***Chapter 3 Quiz Due on September 25**

Week 4- September 28 to October 4: Zoom Class on Tuesday, September 29

Chapter 5-Understanding Markets

***Chapter 5 Video Summary Discussion (Individual Post Due on September 30. Peer Discussion Due on October 4)**

***Chapter 5 Quiz Due on October 2**

***Team Uncover Need Assignment Due on October 4**

Week 5- October 5 to 11: Zoom Class on Tuesday, October 6

Chapter 8-Marketing Research

***Chapter 8 Video Summary Discussion (Individual Post Due on October 7. Peer Discussion Due on October 11)**

***Chapter 8 Quiz Due on Thursday, October 9**

***Team Insights Assignment Due on October 11**

Week 6-October 12 to 18: Zoom Class on Tuesday, October 13

Chapter 9-Market Segmentation

***Chapter 9 Video Summary Discussion (Individual Post Due on October 14. Peer Discussion Due on October 18)**

***Chapter 9 Quiz Due on October 16**

***Team Customer Analysis Assignment Due on October 18**

Week 7-October 19 to 25: Exam on HonorLock on Tuesday, October 20

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

Week 8-October 26 to November 1: Zoom Class on Tuesday, October 27

Chapter 10-Products and Services

***Chapter 10 Video Summary Discussion (Individual Post Due on October 28. Peer Discussion Due on November 1)**

***MCG Stage One Due on November 1**

***Submit Team Accountability Form Due on November 1**

Week 9-November 2 to 8: Zoom Class on Tuesday, November 3

Chapter 13-Building the Price Foundation

***Chapter 13 Video Summary Discussion (Individual Post Due on November 4. Peer Discussion Due on November 8)**

***Chapter 13 Quiz Due on November 6**

***Team Strategy Activation Assignment Due on November 8**

Week 10-November 9 to 15: Zoom Class on Tuesday, November 10
Chapter 15-Managing Marketing Channels and Supply Chain
***Chapter 15 Video Summary Discussion (Individual Post Due on November 11. Peer Discussion due on November 15)**
***Chapter 15 Quiz Due November 13**

Week 11-November 16 to 22: Zoom Class on Tuesday, November 17
Chapter 17-Integrated Marketing Communications
Chapter 18-Advertising, Sales Promotion and Publicity
***My Favorite Ad Due on November 18**
***The Orange Challenge Due on November 22**

Week 12-Break Week-Happy Thanksgiving

Week 13-November 30 to December 6: Zoom Class on Tuesday, December 1
Chapter 19-Social and Mobile Marketing
Chapter 20-Personal Selling and Sales Management
***Submit MCG Draft for Faculty Critique-December 4**

Week 14-December 7 to 13: Zoom Class on Tuesday, December 8
***Team Presentations**
***Submit Final Marketing Plan Due on December 11**
*** Peer Review Due on December 13**

Week 15- December 14 to 20
***Final Exam on Chapters 10, 13, 15, 17, 18, 19, 20: December 15**

Marketing Plan: The Marketing Challenge Game (MCG) Fall 2020

The Competition:

Each student will work in a group of 4-5 persons to develop a marketing plan for Papa John's Pizza. A short case will be provided to establish context for your work.

The project will be developed in two stages during the semester.

During the semester, you will have a marketing coach available to provide feedback on your work and answer your questions. At the end of the semester, a panel from the Marketing Advisory Board will review the work and select a winning team for the Fall 2020 Marketing Challenge Game. The panel will select the team they believe did the best job in reflecting effective application of marketing principles to develop effective marketing to achieve the SMART Objective.

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

The winning team will receive 10 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.

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 <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**

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 problem that you want to solve?
- What is the market situation that leads you to believe that there is a need/want/market opportunity?
- What product/service/experience are you proposing?
- Who is the customer? B2B, B2C or both?
- What is your marketing strategy that gives you a competitive advantage?
- What is your business model? How will your firm make money?

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 15-20 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 class either F2F or via Zoom. The presentations must:

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