

Spring 2020

Meeting days: Thursday	Instructor: Diane Law, MBA, MSA
Meeting times: 5:30 – 8:15 pm	Phone: (408) 472-7085
Meeting location: MV 316	E-mail : dlaw@pointloma.edu
Final Exam: April 30 th	Office location and hours: Before and after class. Scheduled as needed with students.
Additional info: MBA Assistant Director: Carol Cho (619) 849-2772 ccho@pointloma.edu	

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 Statement: To provide to the world, business leaders who demonstrate Christ-like-character.

Motto: More than the bottom line – business education to change the world.

COURSE DESCRIPTION

This course provides an overview of marketing in a customer-driven firm, focusing on essential marketing skills needed by successful managers in all business functions. Topics include market segmentation, consumer decision making, estimating the economic value of customers to the firm, positioning the firm’s offerings, effective marketing research, new product development and pricing strategies, communication with consumers and managing relationships with sales force and distribution partners. Students will participate in a marketing simulation to coordinate these different elements of the marketing mix to ensure that all marketing activities collectively forge a coherent strategy.

COURSE OBJECTIVES & LEARNING OUTCOMES

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

Learning Outcome	Assessment
1. Explain the fundamentals of marketing concepts and strategy.	PL01
2. Interpret the customer, competitor, organizational and environmental influences on strategic marketing decisions.	PL03
3. Manage marketing functions in an applied project.	PL03
4. Support ideas and present information clearly through effective communication.	PL06
5. Collaborate as an effective team member when making strategic marketing decisions.	PL07

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 14 weeks.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- Schaeffer, Mark (2019). Marketing Rebellion: The Most Human Company Wins. ISBN: 978-0-578-41986-2
- Kotler, Philip & Keller, Kevin Lane (2016). Marketing Management, (15th ed.). Pearson. ISBN: 978-0-13-385646-0
- BrandPro Simulation:

Participants will need to:

- a. Go to <https://shop.stratxsimulations.com/> (If the link is not working, copy and paste the link into a new browser.)
- b. Enter the file number: **P5E0F8D0**
- c. Tick the box indicating you are not a robot and click Enter.
- d. Verify the order and register on the ecommerce site.
- e. Cost of the license per student is \$60. Each student must purchase a license.
- f. Complete the order process.

Note: All sales are final. There are no returns or refunds. Click here, to read the terms & conditions.

If you have an issue when ordering, create a support ticket.

You may obtain your invoice by going to shop.stratxsimulations.com. Login and enter your email and password used to make the license purchase. Then click Account to access your invoice.

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 ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in 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. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for additional detail.

CLASSROOM ETIQUETTE

Class will begin promptly at 5:30 PM. All students are expected to be in class and ready to begin class at 5:30 pm. If you are late due to an emergency, please email/text the professor prior to class. While in the classroom, diverse perspectives are welcomed and encouraged; and everyone is to be treated with respect and kindness.

Cell phones should be put away during class unless they are being used for research during a class assignment. All students are to remain in the classroom during class. Do not walk out of the classroom at any time during the class unless it is a medical emergency. All students must ask permission from the professor prior to leaving class. Laptops are not to be used for non-related class activities. While laptops may enhance the learning experience, they can also be disruptive to the learning experienced when used for non-related class activities during class.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
• Foundations in Marketing Module	50	A=93-100%
• Marketing Audit Assignments (4 @ 50 points each)	200	A-=92-90%
• Marketing Audit Final Project	150	B+=87-89%
• BrandPro Performance Score	50	B=83-86%
• BrandPro Simulation Briefing	100	B-=80-82%
		C+=77-79%
		C=73-76%

• BrandPro Simulation Peer Evaluation	50	C-=70-72% D+=67-69% D=63-66% D-=60-62% F=0-59%
• Marketing Trends Presentation (Content 50 points, Presentation 25 points)	100	
• Marketing Rebellion Teaching Point	50	
• Final Exam	150	
• Participation	100	
Total	1,000	

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.

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.

SPIRITUAL CARE

PLNU Mission Valley:

PLNU strives to be a place where you grow as whole persons. To this end we provide resources for our graduate students to encounter God and grow in their Christian faith. At the Mission Valley campus, we have an onsite chaplain who is available during class break times across the week. If students have questions, a desire to meet with the chaplain or have prayer requests you can send an email to gradchaplainmissionvalley@pointloma.edu. In addition, there are resources for your Christian faith journey available at <http://www.pointloma.edu/experience/faith/graduate-student-spiritual-life>.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, 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. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

ACADEMIC ACCOMMODATIONS

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 student's 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.

FERPA Policy

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster). Also, in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See [Policy Statements](#) in the (undergrad/ graduate as appropriate) academic catalog.

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 ATTENDANCE AND PARTICIPATION POLICY

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date, receive the appropriate grade for their work and participation. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for additional detail.

CLASSROOM ETIQUETTE

In the classroom, we will treat each other with respect and kindness. Diverse perspectives are welcomed and encouraged. Cell phones should not be used in the classroom.

Laptops should not be used for non-related class activities. While laptops can enhance the learning experience, they can be very disruptive to the learning environment when used inappropriately.

COURSE SCHEDULE AND ASSIGNMENTS

	Topics & Activities	Reading/ Discussion	Assignments	Marketing Trends	Simulation
1/16	Introduction to the course	Defining marketing, philosophy and practice.	Complete the Peregrine Foundations of Marketing Module	Select Marketing Trends topics	Form Simulation Teams
1/23	Understanding Marketing Management	Kotler – Chapter 1 Schaeffer – Chap 1	Marketing Audit Organization Selection due January 23rd.		
1/30	Developing Marketing and Strategic Plans Guest Speaker - Gayle Weise, Clifton Strengths Discussion	Kotler – Chapter 2	Marketing Rebellion Chap 1 Discussion	Conversational Marketing	
2/6		Schaeffer – Chap 2	Marketing Audit Philosophy Assignment due February 6th. Marketing Rebellion Chap 2 Discussion	Personalization	
2/13	Creating Long-term Loyalty Relationships	Kotler – Chapter 5 Schaeffer – Chap 3	Marketing Rebellion Chap 3 Discussion	Social Messaging Apps	Introduction to the simulation. Register for the Brand Pro simulations.
2/20	Identifying Market Segments and Targets	Kotler – Chapter 9 Schaeffer – Chap 4	Marketing Audit SWOT/Situation Assignment due February 20th. Marketing Rebellion Chap 4 Discussion	Voice Search/Smart Speakers & Geo-Fencing	Practice Rounds for BrandPro

2/27	Crafting the Brand Positioning	Kotler – Chapter 10		User Generated Content	
3/5	Guest Speaker – Nicole Miller, Director of Marketing for the San Diego Padres		Marketing Audit Customer Analysis Assignment due March 5th .	Interactive Content	Complete Year 1 & 2 for BrandPro Simulation by Sunday, March 8 th
3/12	Co-Curricular Week Attend MBA EDE Event on Wednesday Evening				
3/19	Setting Product Strategy	Kotler – Chapter 13 Schaeffer – Chap 5	Marketing Rebellion Chap 5 Discussion	Social Commerce/Shop pable Posts & Influencer Marketing	
3/26	Developing Pricing Strategies/Programs Guest Speaker – Rob Weinberg, The MarketBuilding Team	Kotler – Chapter 16 Schaeffer – Chap 6	Marketing Rebellion Chap 6 Discussion	Visual Search	Complete Year 3-5 for BrandPro Simulation by Sunday, March 29 th
4/2	Designing and Managing Integrated Marketing Channels	Kotler – Chapter 17 Schaeffer – Chap 7	Marketing Rebellion Chap 7 Discussion	Data Visualization	
4/9	Managing Integrated Marketing Communications	Kotler – Chapter 19 Schaeffer – Chap 8	Marketing Rebellion Chap 8 Discussion	Video Marketing/Live Video	Submit BrandPro Performance Score, due Sunday, April 12 th
4/16	Managing Digital Communications Managing Personal Communications	Kotler – Chapters 21 & 22 Schaeffer – Chap 9	Marketing Rebellion Chap 9 Discussion	Privacy/Security in Marketing	Submit team's BrandPro Management Briefing, due Sunday, April 19 th
4/23			Submit Final Marketing Audit, due Sunday, April 26 th	Augmented Reality & Artificial Intelligence	
4/30	Final Exam				

ASSIGNMENTS

Course Assignments

1. BUS 6055 Marketing Management Leveling Module

You are required to take the Foundations of Marketing course assignment leveling module. The time to complete the module is estimated at 6 to 9 hours, depending on your previous exposure to the subject.

To access the Foundations of Marketing module, follow the on-screen instructions found at the following URL: <https://micro.peregrineacademics.com/pointloma>

The password for the module is: **PLNU-1001**

If you have any problems with the registration process, please visit Peregrine's technical support page at: www.peregrineacademics.com/support

To successfully complete the module, you must earn a minimum score of 80% on the module post-test. You are allowed to attempt the post-test twice. If you have not achieved a passing score (80%) after two attempts, you will be required to purchase a new module for \$39.00 and continue attempts until a passing score is achieved.

This module is worth 5% of your total course grade. The deadline for completing the module is January 26th. The percentage earned on the leveling module post-test will be translated into points earned in this course as follows:

SAMPLE TABLE

*Based off 5% of course being equivalent to 50 points – adjust as needed based on actual points, etc.
It is up to the faculty member as to how many points equates to 5% of the total course grade;
however, this must represent 5% of the total grade.*

Post-test Percentage	Points Earned in Course
95.00-100	50
90-94.99	45
85.00-89.99	40
80.00-84.99	35
<80.00	0

2. Marketing Audit Assignments

- Marketing Audit Organization Selection
- Marketing Audit Marketing Philosophy
- Marketing Audit SWOT/Situation Analysis
- Marketing Audit Customer Analysis
- Marketing Audit Final Paper

3. Marketing Trends

Teams of students will develop a presentation based on a current trend marketing. For each of the following topics, students will:

- Define the trend and its history
- Define the application of this trend in marketing.
- Include real world examples of the trend in use.
- Discuss any ethical issues.
- Include discussion questions for the class.
- **Marketing Trends Topics include:**
 - Conversational Marketing
 - Personalization
 - User Generated Content
 - Social Messaging Apps
 - Geo-Fencing
 - Voice Search/Smart Speakers
 - Social Commerce/Shoppable Posts
 - Visual Search
 - Visualization
 - Interactive Content
 - Privacy/Security in Marketing
 - Influencer Marketing
 - Augmented Reality
 - Artificial Intelligence

4. BrandPro Simulation/Brand Performance Score

Each team will participate in a fun, challenging series of marketing simulations. There is one simulation in the class. In the simulation, you will review marketing research reports and data and make decisions. After you make the decisions, you will “run” the simulation and view the results. You will go through the process of Analyzing, Deciding, Running four times – to see results over a five-year span.

5. Marketing Rebellion Chapter Analysis

Teams of 3 or 4 students will share the highlights from a chapter in the Marketing Rebellion book. In the 15-minute informal sharing, the following points need to be explored.

1. What are the Key Points being made in the chapter?
2. How does it compare and contrast with the view from Kotler in Marketing Management?
3. What is the Takeaway from the chapter that should inform the future of marketing management?

6. Final Exam

There will be an open note exam to allow you to demonstrate understanding of course material.

