



**Fermanian School of Business**  
**Point Loma Nazarene University**  
**MKT 3032 (01): Principles of Marketing**  
**Number of Units: 3**  
**Fall 2020**

<b>Meeting days:</b> Monday/Wednesday	<b>Instructor:</b> Michael D. Wiese, Ph.D.
<b>Meeting times:</b> 10:55-12:10	<b>Phone:</b> office- 619.849.3268, cell-765.425.0955
<b>Meeting location:</b> Required Zoom Class on Monday Optional or Group Zoom Class on Wednesday	<b>E-mail:</b> mwiese@pointloma.edu
<b>Final Exam:</b> Friday, December 4 from 10:30 to 1:00pm	<b>Office location and hours:</b> FSB 129 Please make an appointment to use Zoom for a meeting.  Monday and Wednesday: 8-10 Tuesday and Thursday: 1:30-3:30 Friday 9-11

**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**

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).

## **MARKETING PROGRAM FRAMEWORK**

The Marketing Advisory Board (MAB) informs the Point Loma Nazarene marketing program. This group of local marketing professionals are active with the professor to shape this course. This course will give you exposure to most of the steps in this process. UCAM... **YOU CAN!**

- Uncover market need/problem/opportunity
- Connect insights to the market need/problem/opportunity
- Activate solutions
- Measure results

## **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 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

## **REQUIRED TEXT**

**Required Text:** Marketing, 14<sup>th</sup> 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 be unique. The ability to adapt and pivot is a reality in life, even before COVID. It is especially a reality in the business world. So, this period is a great time to learn and grow.

The course will be “remote” or online. As such, the course has some expectations, like discussions, that are required for online courses. But, as much as possible, the goal is to make this course “as close to Face2Face” as possible.

### **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 Monday class session.
3. Weekly schedule is as follows.
  - Monday is a REQUIRED Zoom class during the scheduled class period
  - Wednesday is an OPTIONAL Zoom time to be used, depending on the week, for a) questions/discuss with the professor, b) receive instruction and guidance for the Marketing Challenge Game and/or c) Marketing Challenge Game teams work in a breakout room to complete your project work. Work with your team will be highly recommended on specific Wednesdays and the instructor will work with teams in a breakout room.
  - Most weeks will have a Chapter Summary Video discussion. It is recommended that you use part of your class time on Wednesday to watch the short video and make your initial post (Due on Thursday). A chapter quiz is also typical. Another use of time during the Wednesday class time, when possible, is to complete the chapter quiz. Normally the quiz is due on Friday.
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. 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. See the study presentation deck and study questions.

## **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.

### **Class Activities and Attendance (90 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 class session that day.

**Assignments:** Two individual assignments will be completed during the semester. One is *The Orange Challenge* (30 points) and the second is the *Marketing Yourself Assignment* (20 points).

### **Marketing Challenge Process Assessment (Assessment of Stage One and Final Draft, 50 points each and 100 points total):**

A faculty assessment of the final draft of the Marketing Challenge Game will be conducted. Work will be reviewed and direction will be provided by the professor before the submission for each stage.

### **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 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 (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**

<b>ASSIGNMENTS</b>	<b>POINTS</b>	<b>GRADE SCALE</b>
Weekly quizzes (9; 10 pts. each)	90	A= 93-100%
In-class Experiences /Attendance/Accountability Form	100	A-= 92-90%
The Orange Challenge	30	B+= 87-89%
		B= 83-86%
		B-= 80-82%
	80	C+= 77-79%
Video Summary Discussions		C= 73-76%
		C-= 70-72%

Marketing Challenge Game Stage One Submission	50	D+= 67-69% D= 63-66% D-= 60-62% F= 0-59%
Marketing Challenge Final Draft Assessment	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	
<b>TOTAL</b>	<b>1000</b>	

### **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>

### **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**

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.

#### ***TUG only:***

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 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 only:***

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.

## **USE OF TECHNOLOGY**

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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](mailto: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**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

## **COURSE SCHEDULE AND ASSIGNMENTS**

### **Principles of Marketing Schedule (Subject to Change)**

August 17	Zoom Class-Introduction to Course
August 19	Optional Zoom Class Chapter 1-Creating Customer Relationships <b>Chapter 1 Video Discussion: Individual Post Due on Thursday, August 20,</b> <b>Peer Post on Sunday, August 23</b> <b>Chapter 1 Quiz Due on Friday August 21</b>
August 24	Zoom Class-Chapter 2 and 22-Marketing Strategy
August 26	Optional Zoom Class Chapter 2 and Porter Generic Model <b>Chapter 2 Video Discussion: Individual Post Due on Thursday, August 27,</b> <b>Peer Post on Sunday, August 30</b> <b>Chapter 2 Quiz Due on Friday, August 28</b>

August 31 September 2	Zoom Class-Chapter 3-Scanning the Marketing Environment Optional Zoom Class Chapter 3 <b>Chapter 3 Video Discussion: Individual Post is Due on Thursday, September 3, Peer Post Due on Sunday, September 6</b> <b>Chapter 3 Quiz Due on Friday, September 4</b>
September 7 September 9	Zoom Class- Chapter 5-Understanding Markets Optional Zoom Class Chapter 5 <b>Chapter 5 Video Discussion: Individual Post is Due on Thursday, September 10, Peer Post Due on Sunday, September 13</b> <b>Chapter 5 Quiz Due on Friday, September 11</b>
September 14 September 16	Zoom Class- Chapter 8-Marketing Research Optional Zoom Class Chapter 8 <b>Chapter 8 Video Discussion: Individual Post is Due on Thursday, September 17, Peer Post Due on Sunday, September 20</b> <b>Chapter 8 Quiz Due on Friday, September 18</b>
September 21 September 23	Zoom Class-Chapter 9-Market Segmentation Optional Zoom Class Chapter 9 <b>Chapter 9 Video Discussion: Individual Post is Due on Thursday, September 24, Peer Post Due on Sunday, September 27</b> <b>Chapter 9 Quiz Due on Friday, September 25</b>
September 28 September 30	Zoom Class-Exam Preparation Day <b>Mid-term Exam</b> on Chapters 1, 2, 3, 5, 8, 9 using Honorlock
October 5 October 7	Zoom Class-Exam Review and Chapter 10-Products and Services Optional Zoom Class Chapter 10 <b>Chapter 10 Quiz Due on Friday, October 9</b> <b>MCG Stage One due at 5:00pm on Saturday, October 10</b> <b>Submit Team Accountability Form by 5:00pm, on Saturday, October 10</b>
October 12 October 14	Zoom Class- Chapter 13-Building the Price Foundation Optional Zoom Class Chapter 13 <b>Chapter 13 Video Discussion: Individual Post is Due on Thursday, October 15, Peer Post Due on Sunday, October 18</b> <b>Chapter 13 Quiz Due on Friday, October 16</b>
October 19 October 21	Zoom Class- Chapter 15-Managing Marketing Channels and Supply Chain Optional Zoom Class Chapter 15 <b>Chapter 15 Video Discussion: Individual Post is Due on Thursday, October 22, Peer Post Due on Sunday, October 25</b>



**Chapter 15 Quiz Due on Friday, October 23**

October 26 October 28	Zoom Class- Chapter 17-Integrated Marketing Communications Optional Zoom Class Chapter 18-Advertising, Sales Promotion and Publicity <b>The Orange Challenge Due on Thursday, October 29</b>
November 2 November 4	Zoom Class- Chapter 19-Social and Mobile Marketing Optional Zoom Class Chapter 19 <b>Chapter 19 Quiz Due on Friday, November 6</b>
November 9 November 11	Zoom Class- Chapter 20-Personal Selling and Sales Management Optional Zoom Class Chapter 20 <b>Submit MCG Draft for Faculty Critique-Wednesday, November 11 at 5:00pm</b>
November 16 November 18	Zoom Class-Team Presentations Zoom Class-Team Presentations <b>Submit Final Marketing Plan-Wednesday November 20 at 5:00pm</b> <b>Peer Review Due on Wednesday, November 20</b>
<b>November 20</b>	Thanksgiving  <b>Final Exam on Chapters 10, 13, 15, 17, 18, 19, 20</b> <b>Friday, December 4</b>

Happy Holidays! Merry Christmas!

## 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 AMC Theaters as they reopen the business after COVID-19. 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 an invitation to an all-expense paid pizza party during Finals Week, 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.

Dr. Wiese will grade the final Marketing Plan according to the following criteria.

<b>Marketing Plan Grading Criteria: Total 150 points</b>
<b>Content represents a comprehensive application of the course material to support the Marketing Plan 50 points</b>
<b>Marketing Plan represents accurate theory application of the course material 50 points</b>
<b>Marketing Plan is an engaging, professional and grammatically/correct document 50 points</b>

**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