

**Spring 2021**

<b>Meeting days:</b> Wednesday	<b>Instructor:</b> Diane Law, MBA, MSA, ABD
<b>Meeting times:</b> 5:30-8:15 pm	<b>Phone:</b> (408) 472-7085
<b>Meeting location:</b> MV 315	<b>E-mail :</b> dlaw@pointloma.edu
<b>Final Exam:</b> April 28 <sup>th</sup>	<b>Office location and hours:</b> By appointment
<b>Additional info:</b> 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 is an expression of faith. Being of Wesleyan heritage, we strive 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**

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.

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## **COURSE OBJECTIVES & LEARNING OUTCOMES**

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

<b>Learning Outcome</b>	<b>Assessment</b>
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 16 weeks.

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## **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

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- Schaeffer, Mark (2019). Marketing Rebellion: The Most Human Company Wins. ISBN: 978-0-578-41986-2
- Kotler, Philip & Keller, Kevin Lane (2016). Marketing Management, (15<sup>th</sup> 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: **P5FD2FA7**
- 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](http://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

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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

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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 Graduate and Professional Studies 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.

## ASSESSMENT AND GRADING

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ASSIGNMENTS	POINTS	GRADE SCALE
• Foundations in Marketing Module	50 200	A=93-100% A-=92-90%

<ul style="list-style-type: none"> <li>• Marketing Audit Assignments (4 @ 50 points each)</li> <li>• Marketing Audit Final Project</li> <li>• BrandPro Simulation Briefing</li> <li>• Marketing in the News Discussion (10 @ 10 points each)</li> <li>• Marketing Trends Presentation (Presentation 100 points)</li> <li>• Marketing Rebellion Teaching Point</li> <li>• Final Exam</li> <li>• Participation</li> </ul>	<p>150</p> <p>100</p> <p>100</p> <p>100</p> <p>100</p> <p>150</p> <p>50</p>	<p>B+=87-89%</p> <p>B=83-86%</p> <p>B-=80-82%</p> <p>C+=77-79%</p> <p>C=73-76%</p> <p>C-=70-72%</p> <p>D+=67-69%</p> <p>D=63-66%</p> <p>D-=60-62%</p> <p>F=0-59%</p>
<b>Total</b>	<b>1,000</b>	

**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.

**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](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**. 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](mailto: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**

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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 Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

### **ACADEMIC ACCOMMODATIONS**

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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](mailto: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.

### **FERPA Policy**

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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

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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.

## ASSIGNMENTS

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### Weekly Schedule

Week	Date	Reading/Discussion	Activities
1	1/13	Course Introduction Overview of Assignments Marketing Process Overview	Peregrine Leveling Module Marketing Trends Topics Selection Simulation Team Selection
2	1/20	Kotler – Chapter 1 Schaeffer – Chapter 1	<b>Discussion:</b> Marketing in the News <b>Marketing Audit:</b> Organization Selection
3	1/27	Review Clifton Strengths individual information.	<b>Discussion:</b> Marketing in the News Clifton Strengths <b>Marketing Trends:</b> <i>Artificial Intelligence</i>
4	2/3	Kotler – Chapter 2 Schaeffer – Chapter 2	<b>Discussion:</b> Marketing in the News <b>Marketing Trends:</b> <i>Augmented Reality</i> <b>Marketing Audit:</b> <i>Marketing Philosophy</i>
5	2/10	Kotler – Chapter 5 Schaeffer – Chapter 3	<b>Discussion:</b> Marketing in the News <b>Marketing Trends:</b> <i>IoT/Sensors</i>
6	2/17	Kotler – Chapter 9 Schaeffer – Chapter 4	<b>Discussion:</b> Marketing in the News <b>Marketing Trends:</b> <i>Personalization</i>
7	2/24	Kotler – Chapter 13 Schaeffer – Chapter 5	<b>Discussion:</b> Marketing in the News

			<b>Marketing Trends:</b> <i>Geo-Fencing/Local Marketing</i> <b>Marketing Audit:</b> SWOT-Situation Analysis
8	3/3	Kotler – Chapter 10 Schaeffer – Chapter 6	<b>Discussion:</b> Marketing in the News <b>Marketing Trends:</b> <i>Voice Search</i> Register for BrandPro Simulation
9	3/10	Co-Curricular Week No Class	
10	3/17	Kotler – Chapter 16 & 17 Schaeffer – Chapter 7	<b>Discussion:</b> Marketing in the News <b>Marketing Trends:</b> <i>Live Video</i> <b>Marketing Audit:</b> Customer Analysis
11	3/24	Kotler – Chapter 19 Schaeffer – Chapter 8	<b>Discussion:</b> Marketing in the News <b>Marketing Trends:</b> <i>Visualization</i> BrandPro Simulation Year 1 & 2
12	3/31	No Class	BrandPro Simulation Year 3, 4, 5
13	4/7	Kotler – Chapter 21 & 22 Schaeffer – Chapter 9 & 10	<b>Discussion:</b> Marketing in the News <b>Marketing Trends:</b> <i>Socially Responsible Marketing</i>
14	4/14	Review each Team’s BrandPro results and strategy.	<b>Discussion:</b> Marketing in the News <b>Marketing Trends:</b> <i>Privacy/Security in Marketing</i> BrandPro Simulation Briefing Paper and Presentation
15	4/21		Marketing Audit Final Report/Presentation Course Review
16	4/28		Final Exam

**Note:** See Canvas for additional details and other deliverables due each week.

## **Course Assignments (Grading Rubrics are detailed in Canvas)**

### **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](http://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.

To retake the module, use the same URL: <https://micro.peregrineacademics.com/pointloma>

The password for the retake module is: **PLNUPAY-1001**

This module is worth 5% of your total course grade. The deadline for completing the module is January 17<sup>th</sup>. 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.*

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

### **2. Marketing Rebellion Chapter Analysis**

Each week student teams will share the highlights from a chapter in the Marketing Rebellion book.

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?

### 3. Marketing Trends

Teams of students will develop a presentation and host a discussion 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:

- Artificial Intelligence
- Augmented Reality
- Geo-Fencing
- Personalization
- IoT/Sensors
- Live Video
- Voice Search
- Visualization
- Socially-Responsible Marketing
- Privacy/Security in Marketing

### 4. Discussion: Marketing in the News

- Marketing is all around us. We hear about marketing issues daily; we just may not recognize the situation as having a marketing component.
- Each week, find a recent news story or article (within the past 60 days) that relates to a marketing topic, post it in this discussion forum for everyone to read or view. You can post an article or a video clip.
- Write a quick overview of the news story or article (*100-word minimum*)

### 5. Marketing Audit Assignments

Each student will select an organization of their choice to perform a marketing audit on the organization's marketing activities. Students will complete the following assignments based on their company of choice:

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

**6. BrandPro Simulation/Briefing Paper**

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 4 times – to see results over a five-year span.

**7. Final Exam**

Exam will be analysis of a marketing situation to demonstrate understanding of course material.