



Fermanian School of Business
Point Loma Nazarene University
MKT 3032 (01): Principles of Marketing
Number of Units: 3
Spring 2021

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|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Meeting days: Monday/Wednesday | Instructor: Michael D. Wiese, Ph.D. |
| Meeting times: 8:00-9:15 | Phone: office- 619.849.3268, cell-765.425.0955 |
| Meeting location: FSB 105 and Zoom | E-mail: mwiese@pointloma.edu |
| Final Exam: Monday, June 7 at 7:30am | Office location and hours: FSB 129 Please make an appointment to use Zoom for a meeting. Monday and Wednesday: 1-3 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, 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 Spring 2021 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 hybrid 50/50 or “remote” depending on the requirements established by the State of California and Point Loma Nazarene University. When/IF the course is hybrid 50/50, the plan is to split the class into two groups. Group A and B will rotate every other week between face-to-face and Zoom class sessions on Monday. On most Wednesdays, all students will be in Fermanian, socially distanced, for an Application session for the Marketing Challenge Game and a quiz.

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 face-to-face or Zoom class session during the scheduled class period
 - Wednesday is a REQUIRED session most weeks for a quiz and group work.
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 often 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. Students may use notes/books to answer the questions. One low score will be deducted from the final quiz grade.

Assignments: Individual assignments will be completed during the semester.

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. Attendance in required Zoom classes and participation in Zoom break-outs for the MCG will be considered for the participation 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

| ASSIGNMENTS | POINTS | GRADE SCALE |
|-------------------------------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Weekly quizzes (6 counting; 10 pts. each) | 60 | 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% |
| In-class Experiences/Attendance | 100 | |
| The Orange Challenge | 30 | |
| Video Summary Post | 80 | |
| Marketing Challenge Game Stage One Submission | 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 | |
| TOTAL | 920 | |

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.

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.

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**. 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)

Week 1

March 1 A Group-F2F, B Group-Zoom
Introduction to Course

March 3 B Group-F2F, A Group Zoom Class
Chapter 1
Chapter 1 Video Post: Individual Post Due on Friday, March 5

Week 2

March 8 A Group-F2F, B Group-Zoom
Chapter 2 Marketing Strategy and Porter Generic Model

March 10 F2F MCG Group Session
MCG Team Formation
Chapter 2 Quiz
Chapter 2 Video Post Due on Friday, March 12

Week 3

March 15 B Group-F2F, A Group-Zoom
Chapter 3-Scanning the Marketing Environment

March 17 F2F MCG Group Session
Chapter 3 Quiz
Chapter 3 Video Post Due on Friday, March 19

Week 4

March 22 A Group-F2F, B Group-Zoom
Chapter 5-Understanding Markets

March 24 F2F MCG Group Session
Chapter 5 Quiz

Chapter 5 Video Post Due on Friday, March 26

Week 5
March 29

B Group-F2F, A Group-Zoom
Chapter 8-Marketing Research

Chapter 8 Quiz Due on March 30

March 31

Mental Health Day-No Class

Chapter 8 Video Post Due on Thursday, April 1 (Friday is Good Friday)

Week 6
April 5

A Group-F2F, B Group-Zoom
Chapter 9-Market Segmentation
In-Class Positioning Statement

April 7

F2F MCG Group Session
Set-up Honorlock for the Mid-term Exam, Due on Friday, April 9

Week 7
April 12
April 14

Mid-term Exam on Chapters 1, 2, 3, 5, 8, 9 using Honorlock
Zoom Class-Exam Review
MCG Team Work

Week 8
April 19

B Group-F2F, A Group-Zoom
Chapter 10-Products and Services

April 21

MCG F2F Group Session
Chapter 10 Quiz
MCG Stage One due at 5:00pm on Friday, April 23
Mid-term Peer Review due at 5:00pm on Friday, April 23

Week 9
April 26

A Group-F2F, B Group-zoom
Chapter 13-Building the Price Foundation

April 28

MCG F2F Group Session
Chapter 13 Quiz

Week 10
May 3

B Group-F2F, A Group-Zoom
Managing Marketing Channels and Supply Chain
Mental Health Day-No Class

May 5

Chapter 15 Quiz Due on Friday, May 7

Week 11
May 10

A Group-F2F, B Group-Zoom

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|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Chapter 17-Integrated Marketing Communications |
| May 12 | B Group-F2F, A Group-Zoom Chapter 18-Advertising, Sales Promotion and Publicity The Orange Challenge Due on Sunday, May 16 |
| <u>Week 12</u> May 17 | A Group-F2F, B Group-Zoom Chapter 19-Social and Mobile Marketing |
| May 19 | MCG F2F Group Session Chapter 19 Quiz Due |
| <u>Week 13</u> May 24 | B Group-F2F, A Group-Zoom Chapter 20-Personal Selling and Sales Management |
| May 26 | MCG F2F Group Session Submit MCG Draft for Faculty Critique-Wednesday, May 26 at 5:00pm |
| <u>Week 14</u> May 31 | F2F/Zoom Class-Team Presentations |
| June 3 | F2F/Zoom Class-Team Presentations Submit Final Marketing Plan-Friday June 4 at 5:00pm Peer Review Due on Friday, June 4 at 5:00pm |
| <u>Week 15</u> June 7 | Final Exam on Chapters 10, 13, 15, 17, 18, 19, 20 Monday at 7:30am |

Marketing Plan: The Marketing Challenge Game (MCG) Spring 2021

The Competition:

Each student will work in a group of 4-5 persons to develop a marketing plan for SeaWorld/San Diego for 2022 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 Spring 2021 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.

Papers with spelling and grammatical errors or section inconsistencies will NOT be submitted for judging and are not eligible to win the MCG.

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

The winning team will receive will earn 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/Participation grade, the student will not earn the extra credit points if her/his team wins.

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

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|-----------------------------------------------------------------------------------------------------------------------------|
| 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 engaging, professional and grammatically/correct 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:

- Situation Analysis
 - Customer Analysis
 - Competitive Analysis
 - Definition and explanation of the Marketing Strategy that produces a competitive advantage?
2. **Stage Two:** Activate Solutions and Measure results
 - 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?
 - Marketing Communication Executions of ads, copy, website, etc.

- Measurement of Results and projection of ROI

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. Presentations are F2F. The presentations must:

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