



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

**Fall 2021**

<b>Meeting days:</b> Wednesday <b>Meeting times:</b> 6:00-8:45	<b>Instructor:</b> Michael D. Wiese, Ph.D.
	<b>Phone:</b> cell-765.425.0955 office- 619.849.3268
<b>Class Location:</b>	<b>E-mail:</b> mwiese@pointloma.edu
<b>Final Exam:</b> Wednesday, December 15	<b>Office location and hours:</b> 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, 15<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. CONNECT is NOT REQUIRED. You may get connect if you want the learning resources.

Stand Alone Loose Leaf ISBN: 978-1-260-47123-3

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.

[Marketing \(mheducation.com\)](https://www.mheducation.com)

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

### **LEARNING METHOD:**

The Fall 2021 semester will require unique learning methods. BMK 3032 is designed as a Face-to-Face course. The first half of the class session will be for CONTENT. The second half of the class session will be EXPERIENCE and focus on your group work for the Marketing Challenge Game.

**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 Wednesday class session.**
3. Come to class ready to engage the topic of the assigned chapter.
  - The class sessions will combine CONTENT and EXPERIENCE/APPLICATION.

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**

<b>ASSIGNMENTS</b>	<b>POINTS</b>	<b>GRADE SCALE</b>
Weekly quizzes (10 pts. each)	100	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%
Class Discussions/Experiences	200	
Marketing Challenge Game Stage One Submission	50	
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>	

**IMPORTANT NOTES REGARDING GRADING OF THE MCG:**

1. Individual participation and contribution to the MCG work is essential. A student who does not earn at least a 70 on the Peer Review/Participation grade will not be awarded the entire team score. In this case, the non-participating student can only earn 70% of the total team marketing plan and presentation grade.
2. If a non-participating student is on a winning MCG team, he/she will not be awarded the extra credit points.

**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 Discussion and Attendance (100 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 class that week.

**Marketing Challenge Process Assessments (100 points):**

A faculty assessment of Stage One and Stage Two draft will be provided.

**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/Class 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.

**INCOMPLETES AND LATE ASSIGNMENTS**

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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**

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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.

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](mailto:mvchaplain@pointloma.edu) or [gordonwong@pointloma.edu](mailto: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.

## **PLNU 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.

## **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 the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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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 [ADC Academic Policies in the Graduate and Professional Studies Catalog](#) in the Graduate and Professional Studies Catalog for additional detail.

## **USE OF TECHNOLOGY**

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In order to be successful in your course, 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, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

## **FINAL EXAMINATION POLICY**

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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)**

Wednesday September 1	Light-Week: <u>No F2F class session</u>
September 8	Content-Chapter 1-Creating Customer Relationships MCG Group Formation <b>*Chapter 1 Quiz Due on September 10</b>
September 15	Content-Chapter 2-Marketing Strategy <b>*Chapter 2 Quiz Due on September 17</b>
September 22	Content-Chapter 3-Scanning the Marketing Environment <b>*Chapter 3 Quiz Due on September 24</b>
September 29	Content- Chapter 5 and 6-Understanding Consumer Behavior <b>*Chapter 5 &amp; 6 Quiz Due on October 1</b>
October 6	Content- Chapter 8-Marketing Research <b>*Chapter 8 Quiz Due on October 8</b>
October 13	Content-Chapter 9-Market Segmentation, Targeting and Positioning <b>*Chapter 9 Positioning Assignment Due on October 15</b>
October 20	<b>Mid-term Exam</b> on Chapters 1, 2, 3, 5, 8, 9
October 27	Content-Chapter 10 and 11-Products and Services <b>MCG Stage One due at 5:00pm on Monday, November 1 at 5:00pm</b> <b>Submit Mid-term Peer Evaluation by Monday, November 1 at 5:00pm</b>
November 3	Content- Chapter 13-Building the Price Foundation <b>*Chapter 13 Quiz Due on November 5</b>
November 10	Content- Chapter 15-Managing Marketing Channels and Supply Chain <b>*Chapter 15 Quiz Due on November 12</b>
November 17	Content- Chapter 17 and 18-Integrated Marketing Communications <b>*Orange Challenge Due on November 21</b>
November 24	Thanksgiving Break
December 1	Content- Chapter 20 and 21-Social, Mobile and Professional Sales <b>Submit MCG Draft for Faculty Critique-Thursday, December 2 at 5:00pm</b>

December 8

Team Presentations

**Submit Final Marketing Plan-Friday December 10 at 5:00pm**  
**Peer Review Due on Friday, December 10**

**December 15**

**Final Exam on Chapters 10, 13, 15, 17, 18, 19, 20,21**  
**10:30-1:00**

Happy Holidays! Merry Christmas!

# Marketing Plan: The Marketing Challenge Game (MCG) Fall 2021

## The Competition:

Each student will work in a group of 4-5 persons to develop a marketing plan for Balboa Park. 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 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 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.

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

The winning team will receive 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 <u>comprehensive application</u> of the course material to support the Marketing Plan 50 points</b>
<b>Marketing Plan represents <u>accurate theory application</u> 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 simulated primary research to inform the following:
  - What is the customer problem that you want to solve?
  - What is the market situation that leads you to believe that there is a need/want/market opportunity?

- Who is the customer? Segments and target market? Key buying criteria? Motivators?
- What product/service/experience/promotion are you proposing?
- What is your marketing strategy that gives you a competitive advantage?

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