



Fermanian School of Business

Point Loma Nazarene University

MKT 3032 (01): Principles of Marketing

Number of Units: 3

Fall 2023

Meeting days: Tuesday/Thursday	Instructor: Christina Kalberg, MBA
Meeting times: 9:30a-10:45a	Phone: 760-532-4849
Meeting location: FSB 103	E-mail: ckalberg@pointloma.edu
Final Exam: Tuesday, December 12 from 10:30a-1:00p	Office location and hours: FSB 133 Mondays and Wednesdays: 9a-10:45a Tuesdays and Thursdays 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 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).

COMMON MARKETING PROGRAM FRAMEWORK

The faculty of the Marketing program at Point Loma Nazarene University embraces the following philosophy.

1. We are Market-Oriented. This means that we seek to understand the changing markets and to build win-win value propositions that serve our customers/constituencies.
2. Because we are Market Oriented, we strive to practice marketing by the following principles.
 - We believe that the MARKET should shape how we practice Marketing
 - We believe that Marketing Strategy (how an organization establishes a sustainable competitive advantage) guides Tactics (the product/service value proposition, how it is communicated and how it is executed)
 - We do not want to be myopic...meaning that as the market changes, we must adapt. What worked before may not work in the future.

The Marketing Advisory Board has developed a framework, unique to PLNU Marketing. We call it the UCAM (YOU CAN!). The UCAM is a direct result of the philosophy of marketing above. In the program, students experience and practice being a Marketing Problem Solver.

"We are problem solvers."

This course, and every Marketing course, will give you exposure to and practice with the UCAM.

- U-Uncover customer need/problem
- C-Connect insights to understand customer need/problem
- A-Activate marketing solutions
- M-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, 16th Edition by Kerin and Hartley

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: 978-1-264-21875-2

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 16th Edition](#)

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

LEARNING METHOD:

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 Tuesday class session.
3. Weekly schedule is as follows.
 - Tuesday is Content Day. We will go over the material for the assigned chapter and take a quiz.
 - Thursday is Application Day. Study questions for the chapter will be due before class. We will work in teams on the Marketing Challenge Game.
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. All quizzes are weekly summary questions are required. A low score will be dropped from the final grade.
6. To demonstrate knowledge of Marketing, there will be two exams. Questions will be multiple-choice and short essays. See the study presentation deck and study questions in Canvas.

COURSE ASSIGNMENTS

Quizzes (10 pts. Each, 100 points total):

A multiple-choice question quiz will be taken in class on Tuesdays. Each quiz is closed book. One low score will be deducted from the final quiz grade.

Study Questions (10 pts. Each, 100 points total):

Weekly chapter outlines and responses to study questions will be due. Students may use Chat GPT/Open-source AI for first drafts if they chose. If used, it must be reported and a copy of the AI-generated answer must be provided. *The AI-generated work is not sufficient.* You must “own” the work by making revisions that align with the specific questions being asked. Credit will not be given for work that is AI-generated, without your additions to align with the questions.

In-class Experiences (100 points total): 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 of the final marketing plan.

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 give a presentation using a deck (using PowerPoint or Canva).

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

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly Quizzes	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%
Study Questions	100	
In-class Experiences/Attendance/Participation	100	
Marketing Challenge Game Stage One Submission and Stage Two (50 points per)	100	
Marketing Challenge Game Marketing Plan: FINAL Written Plan	150	
MCG Presentation	50	
Midterm and Final Exams (150 points each)	300	
Marketing Challenge Game Peer Review/Professor Participation Assessment	100	
TOTAL	1,000	

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.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement “Generated using OpenAI.

<https://chat.openai.com/>”

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.

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](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, 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 withdrawal date or, after that date, receive an “F” grade.

Refer to [Academic Policies](#) for additional detail.

USE OF TECHNOLOGY

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

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. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

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 your professor or the [Office of Spiritual Life and Formation](#).

PLNU ACADEMIC ACCOMMODATIONS POLICY

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 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.

SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix

COURSE SCHEDULE AND ASSIGNMENTS

Principles of Marketing Schedule (Subject to Change)

TUESDAY

August 29 August 31	Content Day-Introduction to Course Content Day-Marketing Review & Chapter 1 In-Class Experience & MCG Group Formation
September 5 September 7	Content Day-Chapter 1-Creating Customer & Quiz Application Day-Study Questions due & MCG Group Work
September 12 September 14	Content Day-Chapter 2-Marketing Strategy & Quiz Application Day-Study Questions due MCG Group Work
September 19 September 21	Content Day-Chapter 3-Scanning the Marketing Environment & Quiz Application Day-Study Questions due MCG Group Work
September 26 September 28	Content Day-Chapter 5-Understanding Consumer Behavior & Quiz Application Day-Study Questions due MCG Group Work
October 3 October 5	Content Day-Chapter 8-Marketing Research Application Day-Study Questions due & MCG Group Work MCG Stage One due at 5:00pm on Sunday, October 8 Submit Peer Evaluation by Sunday, October 8 at 5:00pm
October 10 October 12	Content Day-Chapter 9-Market Segmentation, Targeting and Positioning & Quiz Application Day-Study Questions due & MCG Group Work
October 17 October 19	Mid-term Exam on Chapters 1, 2, 3, 5, 8, 9 Fall Break – No Class
October 24 October 26	Content Day-Chapter 10-Products and Services & Quiz Application Day-Study Questions due & MCG Group Work
October 31 November 2	Content Day- Chapter 13-Building the Price Foundation & Quiz Application Day-Study Questions due & MCG Group Work
November 7 November 9	Content Day- Chapter 15-Managing Marketing Channels and Supply Chain & Quiz Application Day-Study Questions due & MCG Group Work
November 14 November 16	Content Day- Chapters 18 and 19-Integrated Marketing Communications and Advertising & Quiz Application Day-Study Questions due & MCG Group Work
November 21 November 23	Content Day-Chapter 20-Digital and Mobile Marketing & Quiz Thanksgiving Break – Happy Thanksgiving!
November 28 November 30	Content Day- Chapter 21- Professional Sales Application Day-MCG Work Submit MCG Draft for Faculty Critique-Thursday, November 30 at 5:00pm

December 5	Team Presentations
December 7	Team Presentations
	Submit Final Marketing Plan-Sunday, December 10 at 5:00pm
	Peer Review Due on Sunday, December 10 at 5:00pm
December 12	Final Exam on Chapters 10, 13, 15, 18, 19, 20, 21
	Tuesday from 10:30a-1:00p

Happy Holidays! Merry Christmas!

Marketing Plan: The Marketing Challenge Game (MCG) Fall 2023

The Competition:

Each student will work in a group of 4-5 persons to develop a marketing plan for a new rental option (Kymera electric body board) at a rental location of your choice. 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, the professor will 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 2023 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.

Even though the panel will be selecting the winner, the professor will be responsible for grading 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.

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. A student earning less than 70 on the Peer Review/Participation grade can only earn 70% of the team grade on the MCG marketing plan and presentation.

The final Marketing Plan will be graded according to the following criteria.

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 <u>engaging, professional and grammatically/correct</u> 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 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 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 in class. The presentations must:

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

The Case:

He Gets Us gained national media attention with its [2023 Super Bowl commercial](#). Their agenda is “to move beyond the mess of our current cultural moment to a place where all of us are invited to rediscover the love story of Jesus.” More than just Super Bowl commercials, the *He Gets Us* campaign first surfaced in March 2022 and has been causing waves through TV spots, billboards, and digital ads. “What began as a campaign to answer the question, ‘How did history’s greatest love story become known as a hate group?’ has quickly grown into a movement,” said *He Gets Us* spokesperson Jason Vanderground.

According to Vanderground, the campaign has reached 431 million YouTube views, connected 113,923 people to churches, and has 19,501 churches involved. The campaign’s work is not done! That’s where you come in. Your group is going to bring the campaign to San Diego County. You’ll select a population group to focus your project on (Generation X, Millennials, or Generation Z). You will be expected to defend why you selected the population group and how it will increase the efforts of the *He Gets Us* campaign. The SMART goal every group will base their marketing plan on is: Generate merchandise sales from 5% of the population by December 31, 2024. This goal helps *He Gets Us* monetize its business efforts and keep the movement alive.