Fermanian School of Business

Point Loma Nazarene University

BMK 3032: Principles of Marketing

Number of Units: 3

Spring 2024 (Quad 2)

Meeting days: Asynch Office Hours optional lectures	**Instructor:** Mary Beth McCabe, DBA
Optional Meeting times: Tuesdays 5-6pm PST	**Phone:** 858-488-2867
Meeting location: https://pointloma.zoom.us/j/8584882868 and the password is: BMK3032	**E-mail:** mmccabe@pointloma.edu
Final Exam: Project Due May 5, 2024	**Office location and hours:** 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 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.

INTRODUCTION

In 2004 the American Marketing Association defined marketing as "an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."

This is a good starting point… and my first objective for this class is to help you understand the fascinating processes and disciplines of marketing. It doesn't matter what function you have in a business-

accounting, finance, operations, human resources, general management- all interface with and need to understand the marketing function. If you are not a business student, welcome. The study of marketing is relevant to each of us as leaders, employees, citizens and consumers.

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

Upon successful completion of the course you are going to be able to:

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

We are guided by the philosophy of marketing espoused by the literature...we are Market Oriented.
We believe that this philosophy leads to the following principles.
- Market analysis shapes our marketing
- Marketing strategy guides tactics
- Don't become myopic

The **UCAM** is a direct result of this philosophy of marketing. It is how the students take our philosophy and put it into practice to solve problems. "We are problem solvers."
- Identify a market(s) (Uncover)
- Insights from the applicable market(s) (Create)
- Build a strategy (Action)
- Execute (Action)
- Measure

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 8 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Required Text:
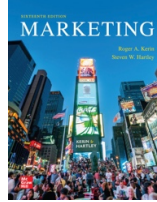
Marketing, 16th Edition by Kerin and Hartley, 2023

The text is available in the Point Loma Bookstore or online. Students may buy either the hardcopy, international edition or the digital text, published by McGraw Hill.

Stand-Alone Loose-Leaf ISBN: 978-1-264-21875-2

Bound edition: 978-1-260-57569-9

978-1-260-47119-9 ebook

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.amazon.com/COMBO-LOOSE-MARKETING-CONNECT-ACCESS/dp/126528315X

NOTE: The course is not driven through Connect. Everything that you need is on Canvas, so you don't need to purchase Connect resources. You can also purchase the 15th edition if you like.

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 on State Authorization to view which states allow online (distance education) outside of California.

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. In this course, the final will be the submission of the final Marketing Plan before the deadline.

ATTENDANCE 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.

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.

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.

USE OF AI TOOLS

This course recognizes the potential of artificial intelligence (AI) tools, such as chatbots, text generators, image creation, paraphrasers, summarizers, or solvers, to enhance your learning and creativity. You are welcome to use AI tools as supplementary resources to assist you with your assignments, as long as you do so in an ethical and responsible manner. We may also integrate AI Tools into some of our assignments. This means that you:

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor. Provide the name of the AI tool, the date of access, the URL of the interface, and the specific prompt or query you used to generate the output.
    - For example: Bing. "recent high quality instructional materials for teaching algebra to college students." Accessed August 1, 2023. https://www.bing.com/chat.
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group members and agree to how you plan to use them and how you will be transparent with the instructor regarding their use.

Using AI tools in an unethical or irresponsible manner, such as copying or paraphrasing the output without citation or evidence, using the output as your own work without verification or integration, or using the output to misrepresent your knowledge or skills, is considered a form of academic dishonesty and will result in a zero grade for the assignment and possible disciplinary action. If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

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 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

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

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 requires 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.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly quizzes (6@10 points)	60	A=93-100%
Personal Introduction	30	A-=92-90% B+=87-89%
Marketing Topic Discussions 7@20 pts.)	140	B=83-86% B-=80-82%
Marketing in the News Discussions (7@20 pts.)	140	C+=77-79% C=73-76% C-=70-72%
Marketing Plan Deliverables (5@ 75 pts.)	375	D+=67-69% D=63-66%
Marketing Plan: Final Written/Recorded Plan	150	D-=60-62% F=0-59%
Personal Branding Assignment	105	
TOTAL	**1,000**	

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned-in and posted in Canvas by the due date. Late assignments will be eligible for up to 80% the first day late, 60% the second day late and zero points after that. If you have a technical issue, make a screenshot that shows it was completed with a time stamp. Incompletes will only be assigned in extremely unusual circumstances.

COURSE SCHEDULE AND ASSIGNMENTS

Personal Introduction (30 points)

Weekly Quizzes (6 @ 10 points each)

Marketing Topic Discussions (7 @ 20 points)

Marketing in the News Discussions (7 @ 20 points)

Marketing Plan Deliverables (5 @ 75 points)

- Company Overview *(75 points)*
- Understanding the Market *(75 points)*
- Understanding the Company *(75 points)*
- Setting Goals *(75 points)*
- Marketing Mix Strategy *(75 points)*

Final Written/Recorded Marketing Plan (150 points)

Personal Branding Assignment (105 points)

Week	Class Content	Assignments

WEEK 1		
Week of March 13	Review of course content, assignments, grading, etc. **Chapter 1** Creating Customer Relationships & Value through Marketing **Chapter 3** Scanning the Environment **Chapter 8** Marketing Research	**Discussion:** • Your Personal Introduction • Market Research • Marketing in the News • Chapter Quiz Ch 3/8 **Marketing Plan:** Company Overview
Week 2		
Week of March 20	**Chapter 5** Understanding Consumer Behavior Office Hours Guest Speaker: TBA	**Discussion** • Consumer Behavior • Marketing in the News **Chapter Quiz Marketing Plan:** Understanding the Environment
WEEK 3		
Week of March 27(this is a light week due to Easter)	**Re-read Ch 1.** Catch up week/work ahead on Setting Goals for Week 5 Marketing Plan	**Discussion** • See Prompt
WEEK 4		
Week of April 1	**Chapter 9** Market Segmentation, Targeting & Positioning	**Discussion** • Market Segmentation • Marketing in the News **Chapter Quiz Marketing Plan:** Understanding the Company
WEEK 5		
Week of April 8	**Chapter 10** Developing New Products and Services	**Discussion** • Products & Services • Marketing in the News **Chapter Quiz Marketing Plan:** Setting Goals
WEEK 6		
Week of April 15	**Chapter 17** Integrated Marketing Communications **Chapter 18** Advertising, Sales Promotion & Public Relations	**Discussion** • Social Media • Marketing in the News **Chapter Quiz**

		Marketing Plan: Marketing Mix Strategy
WEEK 7		
Week of April 22	**Chapter 4** Ethical/Social Responsibility for Sustainable Marketing.	**Discussion** ● Ethics in Marketing ● Marketing in the News **Chapter Quiz** **Personal Branding Assignment**
WEEK 8		
Week of April 29	**Marketing Plan**	**Discussion** ● Favorite Ad ● Marketing in the News **Final Marketing Plan due May 5**