

# Course Syllabus

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Fermanian School of Business

**BMK2032 Principles of Marketing**

3 Units

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**Fall 2024**

September 3 – December 22

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**Meeting Days:** Wednesdays

**Meeting Times:** 6:00p-8:45p

**Meeting Location:** Mesa College

**Instructor:** Tatiana Wang

**Email:** [twang@pointloma.edu](mailto:twang@pointloma.edu)  
(<mailto:twang@pointloma.edu>)

**Office Location and Hours:** *By appointment  
between 5-6pm Wednesdays before class.*

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## 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.

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**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. cultures.

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## 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.

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## Course Learning Outcomes

The student who successfully completes this course will 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).
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## Program Learning Outcomes

The student who successfully completes Bachelor of Business Administration will be able to:

1. Exhibit general knowledge of theories and practices in the core areas of business.
  2. Critically analyze and apply business knowledge to solve complex business situations.
  3. Demonstrate effective business communication through both written and verbal means.
  4. Formulate decisions informed by ethical values.
  5. Collaborate effectively in teams.
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## Institutional Learning Outcomes



### 1. Learning, Informed by our Faith in Christ

Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.

### 2. Growing, in a Christ-centered Faith Community

Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental, and social contexts.

### 3. Serving, in a Context of Christian Faith

Students will serve locally and/or globally in vocational and social settings.

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## Marketing Program Framework

We are guided by the philosophy of marketing 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." This course will give you exposure to most of the steps in this process. UCAM... **YOU CAN!**


- **U**ncover market need/problem/opportunity
- **C**onnect insights to the market need/problem/opportunity
- **A**ctivate solutions
- **M**easure results

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## Required Texts and Recommended Study Resources

[Marketing, 16th Edition by Kerin and Hartley, 2023 edition. McGraw Hill, New York.](https://www.mheducation.com/highered/product/marketing-kerin-hartley/M9781264121328.html)   
(<https://www.mheducation.com/highered/product/marketing-kerin-hartley/M9781264121328.html>)

The text is available in the Point Loma Bookstore or online. Students may buy either the hardcopy, international edition or the digital text. You can do a rental for 180 days or lifetime or purchase the book. My book came unbound, so you will need a 3 ring binder for that.

[This link](https://www.mheducation.com/highered/product/marketing-kerin-hartley/M9781264121328.html)  (<https://www.mheducation.com/highered/product/marketing-kerin-hartley/M9781264121328.html>) 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.



**⚠ NOTE:** The course is not driven through Connect. Everything that you need is on Canvas, so you don't need to purchase Connect resources.

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. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

## 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. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. Specific details about how the class meets the credit hour requirement can be provided upon request.

## 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 class session.
3. The Marketing Projects are a way of experiencing marketing while you learn. The design of these projects allow you to apply your learnings to a business setting. See the detailed instructions in the next section of the syllabus.
4. A chapter quiz will often be required to be taken through Canvas. All quizzes are required but one low score will be dropped.
5. To demonstrate knowledge of Marketing, there will be two exams. Questions will be multiple-choice and/or short essays. See the study presentation deck and study questions.

## Assessment and Grading

Grades will be based on the following:

### Course Assignments

<i>Assignment Category</i>	<i>Description</i>	<i>Points</i>
		

<b>Weekly quizzes</b>	<b>Multiple-choice question quizzes will be taken on Canvas. Students may use notes/books to answer the questions. (10 pts. each)</b>	<b>100</b>
<b>In-class Experiences / Attendance</b>	<b>Individual assignments will be completed during the semester.</b>	<b>200</b>
<b>Personal Brand Assignment</b>	<b>This exercise is designed to help you identify what your unique attributes are in the workplace. Your assignment is to detail your value proposition in a crisp format and explain your plan to highlight this throughout your channels (resume, LinkedIn, social media). To begin, <a href="https://www.shopify.com/blog/personal-brand">read this article</a>.  (<a href="https://www.shopify.com/blog/personal-brand">https://www.shopify.com/blog/personal-brand</a>) The deliverables due are: your elevator pitch, your ‘tell me about yourself’ story, and your plan to consistently weave your brand into your professional materials.</b>	<b>50</b>
<b>Pricing Exercise</b>		<b>50</b>
<b>Marketing Project #1: SWOT Analysis and Buyer Persona</b>	<b>Working in groups during class, your team will develop an assessment of strengths, weaknesses, opportunities and threats for the firm of your choice. You will also create a buyer persona for your target customer. Examples will be provided for reference.</b>	<b>100</b>
<b>Marketing Project #2: Launch plan and metrics and Presentation</b>	<b>Working in groups during class, your team will launch a piece of content (blog, video, whitepaper, etc.) for the firm of your choice. You will consider your audience and select strategic channels (email, social media, events, etc) for distributing the content. Alongside this you will have metric you wish to reach (ie: 500 downloads of the white paper within 30 days). (150 for Launch Plan and 50 points for Presentation)</b>	<b>200</b>
<b>Mid-term and Final Exams (150 points each)</b>	<b>The exams are a combination of multiple choice and essay questions consisting of the most important topics covered in the course.</b>	<b>300</b>



	<b>Total Points</b>	<b>1000</b>
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Student grades for assignments will be posted in the Canvas gradebook no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the gradebook as these comments are intended to help students improve their work. Final grades will be posted by the due date as posted in the Academic Calendar.

## Grading Scale

The following grading scale will be used for all exams and final course grades:

- 93-100% = A
- 90 - 92% = A-
- 87 – 89% = B+
- 84 – 86% = B
- 81 – 83% = B-
- 78 – 80% = C+
- \*75 – 77% = C
- 73 – 74% = C-
- 71 – 72% = D+
- 68 – 70% = D
- Below 68% = F

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## 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. Late assignments will be reduced by 20% the first day and 20% the second day. No assignments will be accepted after this without prior approval. Incompletes will only be assigned in extremely unusual circumstances.

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## PLNU Spiritual Care

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions or a desire to meet or share any prayer requests with the onsite chaplain, you may email Dr. Sylvia Cortez Masyuk at [scortezm@pointloma.edu](mailto:scortezm@pointloma.edu) (<mailto:scortezm@pointloma.edu>).



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.

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## 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 \(https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures\)](https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures) to view which states allow online (distance education) outside of California.

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## 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.

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## PLNU Recording Notification

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

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## 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



grade for that assignment or examination or, depending on the seriousness of the offense, for the course.

For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Adult Undergraduate Academic and General Policies](https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/#text) [↗](https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/#text) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

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## Artificial Intelligence (AI) Policy

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. Please use the following sources to guide your citations when using AI.

- [MLA Style Center: Citing Generative AI](https://style.mla.org/citing-generative-ai/) [↗](https://style.mla.org/citing-generative-ai/)
- [APA Style: How to Cite ChatGPT](https://apastyle.apa.org/blog/how-to-cite-chatgpt) [↗](https://apastyle.apa.org/blog/how-to-cite-chatgpt)
- [Chicago Manual of Style: Citing Content Developed or Generated by AI](https://www.chicagomanualofstyle.org/qanda/data/faq/topics/Documentation/faq0422.html) [↗](https://www.chicagomanualofstyle.org/qanda/data/faq/topics/Documentation/faq0422.html)

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## PLNU Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). 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 work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

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. Accommodations a





retroactive, so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

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 ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

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## Language and Belonging


Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars, we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice-free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced a bias incident regarding language, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias) (<http://www.pointloma.edu/bias>).

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## 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](https://www.pointloma.edu/title-ix) (<https://www.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](mailto:counselingservices@pointloma.edu) or find a list of campus pastors 

pointloma.edu/title-ix.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias)

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## PLNU Attendance and Participation Policy

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

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.

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. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to [Academic Policies](https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/) [↗](https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/) (<https://pointloma-public.courseleaf.com/aug-catalog/academic-general-policies/>) for additional details.

### *Synchronous Attendance/Participation Definition*

For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student’s enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

**Note:** For synchronous courses with an online asynchronous week, refer to the Online Asynchronous Class Attendance policy listed below.

### *Online Asynchronous Attendance/Participation Definition*

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs



- Initiating contact with faculty member within the learning management system to discuss course content

**Note:** Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

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## Course Modality Definitions

1. Online Courses: These are courses with class meetings where all instruction and interaction are fully online.
    1. Synchronous Courses: At least one class meeting takes place at a designated time.
    2. Asynchronous Courses: All class meetings are asynchronous.
  2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.
  3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).
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## Use of Technology

In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements \(https://help.pointloma.edu/TDClient/1808/Portal/KB/ArticleDet?ID=108349\)](https://help.pointloma.edu/TDClient/1808/Portal/KB/ArticleDet?ID=108349) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible nor allowable) 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.

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## GPS Academic Resources

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- [The GPS Writing Center \(https://my.pointloma.edu/pages/writing-center-gps\)](https://my.pointloma.edu/pages/writing-center-gps) offers:
  - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
  - **One-to-one appointments** with the Writing Coach
  - **Microlearning YouTube Video Library** for helpful tips anytime









- [Research Help Guide \(https://my.pointloma.edu/pages/research-help\)](https://my.pointloma.edu/pages/research-help) to help you start your research
  - The physical office is located on the third floor of the [Mission Valley Regional Center \(https://maps.app.goo.gl/CRXui8PJUnSkvokC9\)](https://maps.app.goo.gl/CRXui8PJUnSkvokC9) off the student lounge
- [Academic Writing Resources Course \(https://canvas.pointloma.edu/courses/64301\)](https://canvas.pointloma.edu/courses/64301): Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. [Watch a quick video run-through \(https://youtu.be/JB8MmVPznFI\)](https://youtu.be/JB8MmVPznFI) and take time now to explore!
- [Grammarly \(https://www.grammarly.com/edu/point-loma-nazarene-university-graduate-professional-studies\)](https://www.grammarly.com/edu/point-loma-nazarene-university-graduate-professional-studies): Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
- [Tutoring \(https://my.pointloma.edu/pages/tutoring-gps\)](https://my.pointloma.edu/pages/tutoring-gps): Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

## Assignments-at-a-Glance

The course summary below lists our assignments and their due dates. Click on any assignment to review it.














### Course Summary:

Date	Details	Due
Mon Sep 2, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059329">Academic Honesty Verification Statement (https://canvas.pointloma.edu/courses/76080/assignments/1059329)</a>	due by 11:59pm
Wed Sep 4, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084331">WK1 Chapter 1 Quiz (https://canvas.pointloma.edu/courses/76080/assignments/1084331)</a>	due by 6pm
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059341">WK 1 Personal Introduction (https://canvas.pointloma.edu/courses/76080/assignments/1059341)</a>	due by 11:59pm
Wed Sep 11, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059348">WK2 Chapter 2 Quiz (https://canvas.pointloma.edu/courses/76080/assignments/1059348)</a>	due by 6pm
Wed Sep 18, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059350">WK3 Chapter 5 Quiz (https://canvas.pointloma.edu/courses/76080/assignments/1059350)</a>	due by 6pm
Wed Sep 25, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059352">WK4 Chapter 8 Quiz (https://canvas.pointloma.edu/courses/76080/assignments/1059352)</a>	due by 6pm









Date	Details	Due
Wed Oct 2, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084304">Personal Brand Assignment</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084304">https://canvas.pointloma.edu/courses/76080/assignments/1084304</a>	due by 6pm
Wed Oct 9, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059353">WK5 Chapter 9 Quiz</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059353">https://canvas.pointloma.edu/courses/76080/assignments/1059353</a>	due by 6pm
Wed Oct 9, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059330">WK6 Chapter 10 Quiz</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059330">https://canvas.pointloma.edu/courses/76080/assignments/1059330</a>	due by 6pm
Wed Oct 16, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059331">Mid-term Exam</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059331">https://canvas.pointloma.edu/courses/76080/assignments/1059331</a>	due by 8:45pm
Sun Oct 27, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059337">Mid-Term Peer Review Form</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059337">https://canvas.pointloma.edu/courses/76080/assignments/1059337</a>	due by 11:59pm
Wed Oct 30, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059355">WK9 Chapter 13 &amp; 14 Quiz</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059355">https://canvas.pointloma.edu/courses/76080/assignments/1059355</a>	due by 6pm
Wed Nov 6, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059342">WK10 Chapter 15 Quiz</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059342">https://canvas.pointloma.edu/courses/76080/assignments/1059342</a>	due by 6pm
Wed Nov 6, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084470">Pricing Exercise</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084470">https://canvas.pointloma.edu/courses/76080/assignments/1084470</a>	due by 11:59pm
Wed Nov 13, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059327">WK11 Chapter 17 &amp; 18 Quiz</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059327">https://canvas.pointloma.edu/courses/76080/assignments/1059327</a>	due by 6pm
Wed Nov 20, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084463">Project #1 SWOT Analysis and Buyer Persona</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084463">https://canvas.pointloma.edu/courses/76080/assignments/1084463</a>	due by 6pm
Sun Dec 8, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059336">Project #2 Launch Plan/Metrics and Presentation</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059336">https://canvas.pointloma.edu/courses/76080/assignments/1059336</a>	due by 5pm
Sun Dec 15, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059335">Course Evaluation</a> <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059335">https://canvas.pointloma.edu/courses/76080/assignments/1059335</a>	due by 11:59pm



Date	Details	Due
Wed Dec 18, 2024	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059328">Final Exam: Principles of Marketing</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1059328">https://canvas.pointloma.edu/courses/76080/assignments/1059328</a> )	due by 8:45pm
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1085711">Personal Brand Statement Instructions</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1085711">https://canvas.pointloma.edu/courses/76080/assignments/1085711</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1082246">Roll Call Attendance</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1082246">https://canvas.pointloma.edu/courses/76080/assignments/1082246</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084352">WK1 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084352">https://canvas.pointloma.edu/courses/76080/assignments/1084352</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084361">WK10 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084361">https://canvas.pointloma.edu/courses/76080/assignments/1084361</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084362">WK11 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084362">https://canvas.pointloma.edu/courses/76080/assignments/1084362</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084363">WK12 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084363">https://canvas.pointloma.edu/courses/76080/assignments/1084363</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084364">WK13 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084364">https://canvas.pointloma.edu/courses/76080/assignments/1084364</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084365">WK14 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084365">https://canvas.pointloma.edu/courses/76080/assignments/1084365</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084366">WK15 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084366">https://canvas.pointloma.edu/courses/76080/assignments/1084366</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084402">WK16 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084402">https://canvas.pointloma.edu/courses/76080/assignments/1084402</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084353">WK2 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084353">https://canvas.pointloma.edu/courses/76080/assignments/1084353</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084354">WK3 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084354">https://canvas.pointloma.edu/courses/76080/assignments/1084354</a> )	



Date	Details	Due
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084355">WK4 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084355">https://canvas.pointloma.edu/courses/76080/assignments/1084355</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084357">WK5 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084357">https://canvas.pointloma.edu/courses/76080/assignments/1084357</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084356">WK6 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084356">https://canvas.pointloma.edu/courses/76080/assignments/1084356</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084358">WK7 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084358">https://canvas.pointloma.edu/courses/76080/assignments/1084358</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084359">WK8 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084359">https://canvas.pointloma.edu/courses/76080/assignments/1084359</a> )	
	 <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084360">WK9 Participation</a> ( <a href="https://canvas.pointloma.edu/courses/76080/assignments/1084360">https://canvas.pointloma.edu/courses/76080/assignments/1084360</a> )	

