



Fermanian School of Business
Point Loma Nazarene University
BMK 2032: Principles of Marketing
Number of Units: 3

Spring 2025 (Quad 1)

Table with 2 columns and 4 rows containing meeting details: Meeting days, Optional Meeting times, Meeting location, and Final Exam.

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.

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.

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."

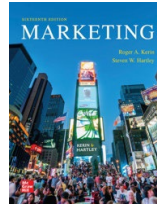
- Identify a market(s) (Uncover)
- Insights from the applicable market(s) (Create)
- Build a strategy (Action)
- Execute (Action)
- Measure

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.mheducation.com/highered/product/marketing-kerin-hartley/M9781259924040.html#interactiveCollapse>

<https://pointloma.bncollege.com/webapp/wcs/stores/servlet/TBLListView?catalogId=10001&storeId=63060&langId=-1&courseXml=<textbookorder><courses><course dept="BMK" num="2032" sect="OL1" term="W25"/></courses></textbookorder>>

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

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.

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 is strictly prohibited.

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

Online BBA/BAOL Courses:

Regular and punctual attendance at all synchronous 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 (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 withdrawal date or, after that date, receive an “F” grade. 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 ADC Academic Policies in the Catalog. 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. 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

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 for, desire to meet or share a prayer request please email mvchaplain@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.

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. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Adult Undergraduate Academic and General Policies](#) for definitions of kinds of academic dishonesty and for further policy information. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Adult Undergraduate Academic and General Policies](#) 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."

You are encouraged 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.

APA Style: [How to Cite ChatGPT](#)

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 are not 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.

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%
Marketing Topic Discussions (7@20 pts.)	140	B+=87-89%
Marketing in the News Discussions (7@20 pts.)	140	B=83-86%
Marketing Plan Deliverables (5@ 75 pts.)	375	B-=80-82%
Marketing Plan: Final Written/Recorded Plan	150	C+=77-79%
Personal Branding Assignment	105	C=73-76%
TOTAL	1,000	C-=70-72%
		D+=67-69%
		D=63-66%
		D-=60-62%
		F=0-59%

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 Jan 13 (lite week)	Review of course content, assignments, grading, etc. Chapter 1 Creating Customer Relationships & Value through Marketing	Discussion: <ul style="list-style-type: none"> • Your Personal Introduction Discussion <ul style="list-style-type: none"> • Market Research • Marketing in the News Chapter Quiz <ul style="list-style-type: none"> • Marketing Plan: Company Overview
Week 2		
Week of Jan 20	Chapter 3 Scanning the Environment Chapter 8 Marketing Research	Discussion <ul style="list-style-type: none"> • Consumer Behavior • Marketing in the News Chapter Quiz Marketing Plan: Understanding the Environment
WEEK 3		
Week of Jan 27	Chapter 5 Understanding Consumer Behavior Office Hours Guest Speaker: TBA	Discussion <ul style="list-style-type: none"> • Market Segmentation • Marketing in the News Chapter Quiz Marketing Plan: Understanding the Environment Understanding the Company
WEEK 4		
Week of Feb 3	Chapter 9 Market Segmentation, Targeting & Positioning	Chapter 10 Chapter Quiz Marketing Plan: Understanding the Company

		Setting Goals
WEEK 5		
Week of Feb 10	Chapter 10 Developing New Products and Services	Discussion: Products and Services Marketing in the News Chapter Quiz Marketing Plan: Setting Goals
WEEK 6		
Week of Feb 17	Chapter 18 Integrated Marketing Communications and Direct Marketing Chapter 19 Advertising, Sales Promotion & Public Relations	Discussion <ul style="list-style-type: none"> ● Social Media ● Marketing in the News Chapter Quiz Marketing Plan: Marketing Mix Strategy
WEEK 7		
Week of Feb 24	Chapter 4 Ethical/Social Responsibility for Sustainable Marketing. Case Study: Theranos	Discussion <ul style="list-style-type: none"> ● Ethics in Marketing ● Marketing in the News Chapter Quiz Personal Branding Assignment
WEEK 8		
Week of March 3	Marketing Plan	Discussion <ul style="list-style-type: none"> ● Favorite Ad ● Marketing in the News Final Marketing Plan