

Seattle University: Albers School of Business and Economics
MARKETING 3500-02 SUMMER 2019 - 100% ONLINE

**Subject To Change **
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Class Meets 100% Online

COURSE DESCRIPTION AND OBJECTIVES

Welcome to MARKETING 3500, Principles of Marketing. **This is an entirely online course.**

COURSE OVERVIEW

Introduction to Marketing is an introductory course in marketing for students who have not had a previous course or extensive marketing practical experience. The course has several objectives, in addition to the obvious one of introducing the basic terms and concepts of the field. It will also provide opportunities to apply the marketing concept to business strategy and to develop a strategic marketing plan within an integrated business framework. The course will include significant team/collaboration activity.

The course will include instructor lectures written and shared online, class discussions, case analyses, videos, and exercises. You can best broaden your knowledge by actively participating with questions, ideas, interpretations, and comments.

You can expect many assignments and class exercises in this course. During this course, you will be submitting papers and working collaboratively.

You will also create a marketing plan and presentation for a real business.

LEARNING OUTCOMES

It is expected that upon completion of this course, you will be able to:

1. Define marketing and outline the steps in the marketing process.
2. Explain the importance of understanding customers and the marketplace, and identify the five core marketplace concepts.
3. Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.
4. Analyze qualitative and quantitative consumer data for use in determining appropriate marketing techniques that align with an organization's strategic focus, culture, and current business processes.
5. Recommend product, price, promotional, and distribution strategies for a pre-defined target market through organizational marketing plans.
6. Maximize internal and external opportunities through the integration of marketing concepts, theories, and models.
7. Develop effective marketing strategies that address commercial, legal, and cultural aspects in global business environments.
8. Analyze marketing practices for compliance with legal systems, regulatory standards and ethical practices.

WEEKLY ASSIGNMENTS

The course is designed to run each week from Monday through Saturday, giving you Sundays off.

You can expect reading assignments, collaborative discussion work, and weekly papers (see below--Marketing Project); there will also be two concept quizzes, and two narrated presentations.

DISCUSSIONS:

Your active participation in the discussion forums is essential to your overall success in this class. Discussion questions are designed to help you make meaningful connections between the course content and the larger concepts and goals of the course. These discussions offer you the opportunity to express your own thoughts, ask questions for clarification, and gain insight from your classmates' responses and instructor's guidance.

Requirements for Discussion Board Assignments

You are required to post one (1) initial post and to follow up with at least two (2) response posts for each discussion board assignment.

You are expected to participate in the discussion area of class a minimum of three (3) days a week.

For your initial post (1), you must do the following:

Compose a post with a minimum of two well thought out paragraphs that respond to all aspects of the weekly question.

Complete the initial post by Wednesday at 11:00 p.m. Pacific Time of the module week.

Take into consideration material such as course content and other discussion boards from the current module and previous modules, when appropriate.

Include thoughtful research references to support your discussion points, using APA style. These may come from the textbook or from independent research. Relevant and interesting graphics, Infographics, and videos are also encouraged. While not required, it can be valuable for the class to include scholarly or peer-reviewed sources to support your discussion points.

For your response posts (2), you must do the following:

Reply to at least two different classmates and/or your course professor in addition to your own initial post thread.

Please remember to respond to your course professor's questions.

Complete one response post no later than Friday at 11pm Pacific Time.

Complete the second response post no later than Saturday at 11pm Pacific time.

Follow-up posts are expected to be a minimum of two well thought out paragraphs.

Reference sources to support your discussion points, as appropriate (using proper citation methods for your discipline). These may come from the textbook or from independent research. Relevant and interesting graphics, Infographics, and videos are also encouraged.

Well thought out means: Organized relevant content, clarifies explanations, draws insightful conclusions that are thoroughly defended with evidence and examples and are clearly stated. It does not mean: "Hey Jim, nice post. I liked the part about....." etc. I count on you for critical thinking and analysis.

Discussion work is expected to be collaborative; for this reason, no late discussion work is accepted for any reason.

Main Post: Up to 15 points

Follow-Ups: Up to 15 points total

WHAT'S NEW Discussion and Sharing

Each week we will share something **new**, interesting, creative, and intriguing from the world of marketing. It might be a new commercial you think breaks through the clutter and is compelling, it might be a great new viral video for a product or service, maybe a new video that is promoting a product or service, maybe a print or Internet ad you feel grabbed your attention, and maybe something that failed and you want to share the important lessons to learn from the example, etc.

The object is to "be on the prowl" for what's new, innovative and compelling. We will share these examples with each other and discuss why they work! Your main post and share will be due Wednesdays by 11pm Pacific. You will be required to comment on two of your classmates posts no later than Saturday at 11pm.

0-25 Points What's new does not mean something from last year, or just simply going to YouTube and sharing a new video.

It's about finding something new in marketing, having a good reason why it should be shared, and including the lessons to be learned.

MARKETING PROJECT

In the first week of the course you will be asked to select a local/regional business as your course project. Think of a business you like and would like to help with a marketing plan. During the course you will create a marketing plan for this business. Each week you will have an assignment that correlates to one part of a strategic marketing plan. For example, in one week you will be asked to develop a SWOT (Business Strengths, Weaknesses, Opportunities and Threats Analysis), in another week you will be asked to identify the customers targets for your business, in another week you will be asked to create a promotion plan, etc.

The business you select should be a small (local) to medium (local/regional only) size business you are familiar with and one that you can make a difference with. (You don't want to select a national chain such as Petco, Home Depot, Google, Amazon, etc.). It might be a nonprofit in your community that needs marketing help, or a small struggling business you want to see succeed, perhaps a faith-based organization, etc. **Please email me an email barnesjw@seattleu.edu during the first few days of class to approve your business before proceeding. Explain the business, size, why you selected the business, etc.**

Your final plan will be both a narrated presentation. (We may use Microsoft PowerPoint. Still to be determined). At midcourse you will also submit a shorter presentation of your progress to date, again using Microsoft PowerPoint. (I have posted a document in the course area of Canvas explaining how to narrate a PowerPoint).

REQUIRED MATERIAL

Principles of Marketing, Armstrong/Kotler, Marketing: An Introduction. (15th edition) ISBN-10: 0133084043. Available through Seattle University Bookstore, Amazon, etc. I am not using the latest edition. This might save you some money.

Note: If you have a different edition, remember it may be similar but not exact. When you see reading assignments in the course, please make sure you select the Chapter Topic description, as some chapter numbers are not exactly the same in both editions.

GRADING

Assignments	Points Possible
Final Marketing Plan (PowerPoint Narrated)	150
Two Quizzes	200 (100 points each)
Discussion Participation "What's New"	200 (25 Points each week x 8)
Discussion Participation Case Studies and Project Update	240 (30 Points each week x 8)
Weekly Papers (7)	210 (30 Points each week x 7)
	1,000 Points

FINAL GRADE

95-100%. A 90-94.99% A-
85-89.99% B+ 80-84.99% B 75-79.99% B-
70-74.99% C+ 65-69.99% C

LATE WORK POLICY

- **No discussion work will be accepted late as discussion work is expected to be collaborative.** Points will be deducted. This means work well before the deadlines.
- Weekly Papers: 10% late per 24 hour period or fraction thereof.
- Quizzes will be locked after the due date.
- Final Presentation: 10% late per hour.
- **All dues/times are Pacific Time Zone.**

WORKING AHEAD

- **You may read ahead but no work may be submitted online prior to the start of a module week.**

WRITING EXPECTATIONS

To achieve the maximum number of points, please follow these expectations:

1. **Answer all assignment questions in a detailed and detailed way. (A few sentences does not make a “paper”).**
2. Cite your sources using APA style and make it clear to the reader what is your writing, and what is the writing of a source.
3. Use correct grammar, spelling, capitalization, and punctuation. (Seattle University has a great writing center that can help you).
4. On all assignments you submit include: Your name, date, assignment, and class.
5. ALL work must be submitted as a Microsoft Word document or saved as an RTF document. Please do not submit a PDF.

COURSE EXPECTATIONS AND RESPONSIBILITIES

Academic Honesty:

Academic integrity is expected in this class. Academic integrity means that you are expected to approach all assignments within the letter and the spirit of the class rules and the Seattle University Academic Integrity Policy.

These rules exist to maximize the learning experience for all students, preserve the integrity of the class, and to help you practice the high level of integrity expected from business professionals. If you have any doubt about whether anything related to this class meets the standards of integrity, you are expected to disclose the particulars of the situation fully to me.

Academic dishonesty, as defined by university policy, will not be tolerated in any form. If you observe instances of dishonesty, please report them to me immediately. University procedures will be used to investigate reported instances of dishonesty. Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at: <http://www.seattleu.edu/regis/Policies/> If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

Attendance

This is a fun and engaging course, **but you will need to be disciplined in planning your week ahead for reading, discussion posts, papers, and presentations.**

Your participation and attendance is important in this class starting on the first day of week one. Please note that no late discussion work is accepted so please plan ahead. In my previous industry work world, and even now, I need to work well ahead of deadlines knowing there might be a challenge with electricity, Internet service, etc.

If you encounter problems with Canvas, I count on you to contact the SU Help Desk immediately or Canvas support 24-hour chat to resolve the issue. If you have a computer problem, I count on you to find a computer you can use from a friend, a library, etc.

Common Questions

Q: I'm going on vacation, can I submit my discussion work early?

A: No. Discussion work is meant to be collaborative, not posting for points.

Q: I couldn't post because I lost power, no Internet, Canvas wasn't working, a space alien came down and snatched my work, etc.

A: Plan ahead. Meet the deadlines.

UNIVERSITY RESOURCES AND POLICIES

Academic Resources

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (found on Angel and SU Online)

Academic Policies on Registrar website (<https://www.seattleu.edu/registrar/academics/performance/>)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

Notice for students concerning Disabilities:

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

SPECIAL MARKETING DATABASES AND RESOURCES

You will excellent sources listed on this page: <http://libguides.seattleu.edu/business>

IBISWorld: Industry Research

eMarketer

Mergent Online (Excellent for company research)

On the following site you will find sources dedicated to marketing: <http://libguides.seattleu.edu/marketing>

- [Business Source Complete](#)

Search articles from thousands of business and scholarly journals. In addition, this resource provides access to company profiles, country reports, industry profiles, market research reports, and SWOT analyses.

- [ABI/INFORM Trade & Industry \(ProQuest\)](#)

Search articles from thousands of business, trade, and scholarly journals.

Top journals in marketing

- [Journal of Consumer Research](#)
- [Journal of Marketing](#)
- [Journal of Marketing Research](#)

Here is a site dedicated to psychographics: <http://libguides.seattleu.edu/c.php?g=308463&p=2061781>

Psychographics is the analysis of consumer lifestyles and behavior. Information is usually obtained by survey.

- [Tapestry Segments ESRI](#)
- [Nielsen Claritas](#)
- [Market Segmentation: a guide to sources of information](#)

This Library of Congress guide lists internet sources that focus on market segmentation: generational, ethnicity, geographic, gender, gay/lesbian, and lifestyle. Sources include books, census sites, subscription and fee items, links to associations and marketing firms and more

CLASS SCHEDULE

WEEK	DATES	TOPICS	ASSIGNMENTS
WEEK 1:	JUNE 24-JUNE 29	Defining the Strategic Marketing Process Understanding the Marketing Mix Creating and Capturing Customer Value	Reading: Marketing: An Introduction, Chapters 1 and 2 Discussion: Introductions and Expectations Discussion: Case Study Discussion: Zappos Paper: Product/Service Idea
WEEK 2:	JULY 1-JULY 6	Developing a SWOT Analyzing the Marketing Environment Managing Market Information to Gain Customer Insights	Reading: Chapters 3 and 4 Discussion: Dominos Paper: SWOT Analysis
WEEK 3:	JULY 8-JULY 13	Consumer Markets and Consumer Buyer Behavior. Customer-Driven Marketing Strategy: Creating Value For Target Customers	Reading: Chapters 5 and 7 Discussion Case Study: Goodwill Industries Paper: SWOT Analysis
WEEK 4	JULY 15-JULY 20	New Product Development & Product Life-Cycle Strategies Pricing	Reading: Chapters 9, 10, 11 Discussion Case study: Subaru and the Product Life Cycle Paper: Organizational Objectives & Strategy Quiz
WEEK 5	JULY 22-JULY 27	Marketing Channels Retail/Wholesale Personal Selling Direct and Online Sales	Reading: Chapters 12, 13, 16 and 17 Discussion: Project update Paper: Channel of Distribution and Social Media
WEEK 6	JULY 29-AUG 3	Integrated Marketing Communications Strategy Advertising, and Public Relations	Reading: Chapters 14 and 15 Case Study Discussion: Virgin America Paper: Promotion Plan
WEEK 7	AUG 5-AUG 10	Global Marketing Sustainable Marketing Social Responsibility Ethics	Reading: Chapters 12, 13, and 14 Discussion: FTC guidelines on social media disclosure. Paper: Executive Summary Quiz
WEEK 8	AUG 12-AUG 17	Presenting the Complete Marketing Plan The future of marketing Marketing Metrics:	Submit written marketing plan Submit narrated PowerPoint presentation to class by Wednesday so that we all may look at it and comment on it in the discussion area.

		Measuring the Success of Your Plan.	
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