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

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, 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

Each week you can expect reading assignments, collaborative discussion work, a weekly paper (see below--Marketing Project), and there will be two concept quizzes).
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.
Reference scholarly or peer-reviewed 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.

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. You are strongly encouraged 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 scholarly or peer-reviewed 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 means: Organized relevant content, clarifies explanations, draws insightful conclusions that are thoroughly defended with evidence and examples and are clearly stated.

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 viral video for a product or service, maybe a new Vine video that is promoting a product or service, maybe a print or Internet ad you feel grabbed your attention, 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

MARKETING PROJECT
In the first week of the course you will be asked to select a business as your course project. 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 to medium size business you are familiar with and one that you can make a difference with. 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. You final plan will be both a written marketing plan and a narrated PowerPoint presentation.

REQUIRED MATERIAL

Authors: Philip Kotler (Links to an external site.), Gary Armstrong (Links to an external site.) ISBN: 9780133878349 Edition: 15th, Publisher: Prentice Hall. This package gives you access to the textbook and to the online videos.

GRADING

Grading breakdown:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points Possible</th>
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<tbody>
<tr>
<td>Final Marketing Plan (Written)</td>
<td>150</td>
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<tr>
<td>Final Marketing Plan (PowerPoint Narrated)</td>
<td>100</td>
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<tr>
<td>Two Quizzes</td>
<td>100</td>
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<td></td>
<td>(50 points each)</td>
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<td>Discussion Participation “What’s New”</td>
<td>200</td>
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<td>(25 Points each week x 8)</td>
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<tr>
<td>Discussion Participation Case Studies and Project Update</td>
<td>240</td>
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<td>(30 Points each week x 8)</td>
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<tr>
<td>Weekly Papers (7)</td>
<td>210</td>
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<td>(30 Points each week x 7)</td>
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<td>1,000 Points</td>
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LATE WORK POLICY

- No discussion work will be accepted late as discussion work is expected to be collaborative. Points will be deducted.
- Weekly Papers: 10% late per 24 hour period or fraction thereof.
- Quizzes will be locked after the due date.
- Final Presentation and Final Report: 10% late per hour.

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/](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.

**UNIVERSITY RESOURCES AND POLICIES**

**Academic Resources**

- Library and Learning Commons ([http://www.seattleu.edu/learningcommons/](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](http://www.seattleu.edu/learningcommons/))

**Academic Policies on Registrar website ([https://www.seattleu.edu/registrar/academics/performance/](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.

**CLASS SCHEDULE**

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>TOPICS</th>
<th>ASSIGNMENTS</th>
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<tbody>
<tr>
<td>WEEK 1:</td>
<td>June 22 – 27</td>
<td>Defining the Strategic Marketing Process, Understanding the Marketing Mix, Creating and Capturing Customer Value</td>
<td>Reading: Marketing: An Introduction, Chapters 1 and 2</td>
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<td>Discussion: Introductions and Expectations</td>
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<td>Discussion: Case Study Discussion: Zappos</td>
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<td>Paper: Product/Service Idea</td>
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<td>WEEK 2:</td>
<td>June 29 – 27</td>
<td>Developing a SWOT, Analyzing the Marketing Environment, Managing Market Information to Gain Customer Insights</td>
<td>Reading: Chapters 3 and 4</td>
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<td>Discussion: Dominos</td>
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<td>Paper: SWOT Analysis</td>
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### WEEK 3: July 6 – July 11
- **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 13 – July 18
- **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 20 – July 25
- **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 27 – Aug 1
- **Integrated Marketing Communications Strategy**
  - Advertising, and Public Relations
- **Reading:** Chapters 14 and 15
- **Case Study Discussion:** Virgin America
- **Paper:** Promotion Plan

### WEEK 7: August 3 – August 8
- **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: August 10 - August 15
- **Presenting the Complete Marketing Plan**
  - The future of marketing
  - **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.