



**UNIVERSITY OF
NORTHWESTERN**
ST. PAUL

OFFICE OF DUAL ENROLLMENT

MKT1085

Principles of Marketing

FALL 2021

SYLLABUS

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MKT1085 Principles of Marketing

University of Northwestern – St. Paul

COURSE DESCRIPTION

The structure, function, and behavior of marketing systems are discussed. Emphasis is placed on the impact of social and economic environment and on the process of the decision-making aspect of marketing.

Credits: 4

Prerequisites: None

INSTRUCTOR INFORMATION

Please see “Contacting the Instructor” on the course site.

COURSE OUTCOMES

At the end of this course, a successful student will be able to

- CO-1. Identify key variables in customer decision making process through analysis and segmentation
- CO-2. Develop strategies and tactics for attracting/retaining customers and repositioning a brand for optimized results
- CO-3. Conduct competitive SWOT analysis
- CO-4. Perform foundational quantitative/financial analysis
- CO-5. Develop an integrated marketing plan
- CO-6. Optimize presentation and communication skills

MATERIALS

Required Textbooks and Materials

Principles of Marketing, 2015, University of Minnesota Libraries Publishing, ISBN: 978-9461351-9-3
<https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=50>

Library Guide: <https://guide.unwsp.edu/MKT1085#s-lg-box-16376056>

American Marketing Association YouTube Channel:

https://www.youtube.com/channel/Uct_4BZ_5Tp12_IBWrUUAbtQ

American Marketing Association Website: <https://www.ama.org/Pages/default.aspx>

Provided by Student

For this course, students will need access to Microsoft Office (available at no cost to students through the University of Northwestern-St. Paul), a PDF reader, and a standard internet browser. Please refer to the Tech Requirements found in the Technology Help section at the top of the course site for the full requirements.

GRADING POLICIES AND PROCEDURES

Course Grade Explanation

Assignments	Grade Weight
Chapter Quizzes	15
Chapter Reflections	15
Discussion Forums	30
Marketing Plan	<u>40</u>
Total	100

Grading Scale Percentages

A	≥ 93	B	≥ 83	C	≥ 73	D	≥ 63
A-	≥ 90	B-	≥ 80	C-	≥ 70	D-	≥ 60
B+	≥ 87	C+	≥ 77	D+	≥ 67	F	< 60

Late Work

All assignments are due as described in the course syllabus and the course site. Students are responsible for meeting assignment deadlines. Late assignments will be automatically deducted one letter grade. The assignments will drop an additional grade per day it is late, up to a 50% deduction in grade; late assignments will not be accepted for a grade beyond one week past the original deadline. Forum discussion activities must be completed on time to earn points. Late forum posts will earn zero points. Students should contact the instructor via e-mail if an extenuating circumstance exists.

Feedback Expectations

Students should expect feedback for their submitted assignments within 5 days of the assignment due date or the time of their submission, whichever is later.

INSTITUTIONAL POLICIES AND SERVICES

Guidelines and Information

Students are responsible for all content of the DE Student Handbook. The most recent version of the DE Student Handbook is located on confluence.unwsp.edu and includes the following policies and procedures:

- Deadlines for Dropping or Withdrawing
- Student/instructor Communication
- Appeals, Exceptions, Disciplinary Process, & Grievances
- Assignments (late work and plagiarism)
- Examinations
- Grading System

Instructors may have course-related expectations that further detail the policies and procedures outlined in the DE Student Handbook. Any such expectations must be provided to students in writing (e.g., handout, course site posting) prior to or at the beginning of the class.

Traditional undergraduate students enrolled in DE courses are subject to the traditional undergraduate student handbook for all non-course-specific policies and procedures.

Academic Integrity

Plagiarism is theft— theft of someone else’s words or ideas. It is claiming another’s work as one’s own. This would also include the following:

- Using the words or work of a former or current student in this class
- Recycling previously submitted assignments from a previous course attempt
- Using outside literature support sites such as, but not limited to, SparkNotes, Enotes or Schmoop that provide literary analysis of the texts we read throughout the semester

Students found plagiarizing are subject to discipline. The standard response ranges from loss of credit for the plagiarized assignment to earning an immediate “F” for the course to being placed on disciplinary probation. We should be committed to conducting ourselves with integrity in all things. Please refer to the DE Student Handbook for more detailed information about UNW’s honesty and integrity policies.

In every course, students are required to view the Understanding Plagiarism video and complete the Understanding Plagiarism Quiz prior to completing any of the course content. These items are part of the course orientation.

Academic Achievement

UNW students requesting academic accommodations in association with the Americans with Disabilities Act (ADA) are directed to notify [Disability Services](#) to begin the application process. Academic Achievement also provides the following: [Writing and Subject Tutoring](#), advocating, transitional skill building, [Academic Coaching](#) (organization, time management, test taking, etc.).

Contact Academic Achievement for more information: AcademicAchievement@unwsp.edu • 651-628-3316 • N4012 (Revised 06/20)

Support Services

Links to support services are available found in the Student Services section at the top of the course site.

COURSE POLICIES AND INFORMATION

Email and Announcements

Students are responsible to regularly check their Northwestern student email and the announcements in the course site in order to receive updates and information.

Attendance

Students are expected to participate in all course activities. Students must contact the faculty member in advance or as soon as possible if unable to participate in all or part of the course activities for a given week because of a medical (which includes having to quarantine or isolate due to COVID-19 exposure or confirmed illness), family, or work-related emergency. Students should refer to their course syllabus and/or faculty member for specific requirements. Students who do not participate in course activities and fail to withdraw from the course will receive a failing “F” grade.

Submission Standards

All written assignments should adhere to the following DE guidelines. Documents should be in the following format **unless directed differently by the syllabus or course instructor**:

- Submitted on the course site in Microsoft Word document format (.doc or .docx)
- Set in a traditional typeface 12-point font
- Double-spaced (unless the syllabus instructs otherwise)
- Set with one-inch margins
- Formatted in APA style for in-text citations and reference page (LIT1100 may ask for MLA documentation style)
- Labeled and submitted with the following information (APA papers require this information on a cover sheet, as detailed in A Pocket Style Manual): Student Name, Course Code and Title, Instructor Name, and Date.

Critical Response to Alternate Viewpoints

When students are reading or viewing course materials, they may encounter viewpoints, words, or images that their instructors would not use or endorse. Students should know that materials are chosen for their value in learning to read, write, and view critically, not because the materials are necessarily Christian.

ASSIGNMENTS

See the course site for complete details on the assignments.

Reading

Each week includes required reading from *Principles of Marketing*. The textbook is available online via a link on the course site. You must read each chapter of the text as assigned.

Chapter Reflections

After reading each chapter of the textbook, you will complete a Chapter Reflection paper. These papers are 1 page in length, and will have you reflect on specific concepts from the weekly reading. See the course site for further details on the assignment and the grading criteria. Chapter reflections are due by 11:55pm on Sundays.

Discussion Forums

Following the course Schedule, provide written responses to weekly forums which may include discussion questions on textbook readings, reflections on posted articles, or submissions of research findings. Forums provide a framework for dynamic learning outside of the classroom through collaboration, critical thinking and scholarly response. In order for all learners to achieve the maximum benefit, each learner must participate on time and be engaged in forum discussions. Each entry is expected to be clear and concise, and use correct spelling, grammar, and appropriate vocabulary. Replies should seek to move the discussion forward in a meaningful and insightful manner and avoid yes/no responses. The quality of content is more important than its length. Create an initial post and respond to at least one of your colleagues, unless otherwise stated. Initial postings are due by 11:55 pm on Thursdays (Day 4) and responses are due by 11:55pm on Sundays (Day 7).

Chapter Quizzes

Each chapter has a quiz to complete after reading. Reading and studying before taking the online quiz should prepare you well. The quizzes in this course are closed-book exams, and are available on the

online course site. You may not use the materials on the course site, student notes, course textbook(s), video(s) and other course materials, nor have assistance by any person, in completing the exams. The quizzes all consist of 10 true/false questions based on the weekly reading, and you will have 1 30 minute attempt to complete the quiz. Quizzes are due by 11:59pm on Sundays.

Marketing Plan

Over the duration of the course, you will be working in groups with your classmates to develop a marketing plan for a product or service. This will be a real world plan, one that is well considered and developed. The marketing plan should clarify what the business challenge is that you're addressing, look at external and internal analysis, clearly define your target market, and address all of the four P's in your strategy. The plan will include the written marketing plan, a group presentation of the plan, reviewing other group's plans, and group work throughout the course. See the course site for more details on the assignment and for further grading criteria.

COURSE SCHEDULE

Format

Everything needed to successfully complete this course in fifteen weeks is explained on the course site. Each assignment has been designed to work together during each week. When studying, be sure to follow the suggested format explained for each lesson.

For this course, students will receive access to each week's work as the semester progresses. There will be due dates during the week, but most weekly assignments will be due by 11:59 p.m. on Friday. Please refer to the schedule for the due dates of assignments.

Generally, for college-level work, students should expect to have an average of 9.5 hours of homework per week.

The last official class day in Week 15 varies from semester to semester. Please refer to the Semester Calendar found in the Academic Information section at the top of the course site for the actual last day of class. All course work must be completed and submitted by that day.

Due Dates

All written assignments (outlined below) are to be submitted on the course site by 11:59 p.m. CT on Sundays at the end of each week in which they are assigned, unless otherwise noted.

For any questions regarding these assignments, contact the instructor.

Orientation

- Read the Getting Started Page
- Participate in the Introductions Forum
- View and Complete Understanding Plagiarism Presentation and Quiz
- Complete Student Responsibilities Exercise

Week 1: What is marketing and why is the study of marketing important?

- Read *Principles of Marketing*, Chapter 1
- View Intro to Marketing (5:46)
- Participate in the Group Forum – Meet your Group

- Participate in the Chapter 1: The Role of Marketing Forum
- Submit the Chapter 1 Reflection Paper
- Complete the Chapter 1 Quiz

Due on Thursday

- Initial Post in the Chapter 1: The Role of Marketing Forum

Due on Sunday

- Replies in the Chapter 1: The Role of Marketing Forum
- Participate in the Group Forum – Meet your Group
- Submit the Chapter 1 Reflection Paper
- Complete the Chapter 1 Quiz

Week 2: What is the role of strategic planning in marketing?

- Read *Principles of Marketing*, Chapter 2
- View Week 2 Videos
- Participate in the Group Forum – Finalize Project Topic
- Submit group marketing plan topic choice
- Participate in the Chapter 2: Strategy Formulation Forum
- Submit the Chapter 2 Reflection Paper
- Complete the Chapter 2 Quiz

Due on Thursday

- Initial Post in the Chapter 2: Strategy Formulation Forum
- Participate in the Group Forum – Finalize Project Topic

Due on Sunday

- Replies in the Chapter 2: Strategy Formulation Forum
- Submit group marketing plan topic choice
- Submit the Chapter 2 Reflection Paper
- Complete the Chapter 2 Quiz

Week 3: What is a marketing plan and how is a marketing plan developed?

- Read *Principles of Marketing*, Chapter 16
- View Week 3 Videos
- Participate in the Chapter 16: Marketing Plan Functions Forum
- Submit Chapter 16 Reflection Paper
- Complete the Chapter 16 Quiz

Due on Thursday

- Initial Post in the Chapter 16: Marketing Plan Functions Forum

Due on Sunday

- Replies in the Chapter 16: Marketing Plan Functions Forum
- Submit the Chapter 16 Reflection Paper
- Complete the Chapter 16 Quiz

Week 4: What is consumer behavior and how do consumers make decisions?

- Read *Principles of Marketing*, Chapter 3

- View How Consumers Make Purchase Decisions (16:58)
- Participate in the Chapter 3: Influencers of Consumer Behavior Forum
- Submit Chapter 3 Reflection Paper
- Complete the Chapter 3 Quiz

Due on Thursday

- Initial Post in the Chapter 3: Influencers of Consumer Behavior Forum

Due on Sunday

- Replies in the Chapter 3: Influencers of Consumer Behavior Forum
- Submit the Chapter 3 Reflection Paper
- Complete the Chapter 3 Quiz

Week 5: What is business to business (B2B) marketing and how is B2B marketing different than consumer marketing?

- Read *Principles of Marketing*, Chapter 4
- View Week 5 Videos
- Participate in the Chapter 4: Comparison of B2B Marketing to Consumer Marketing Forum
- Submit Chapter 4 Reflection Paper
- Complete the Chapter 4 Quiz

Due on Thursday

- Initial Post in the Chapter 4: Comparison of B2B Marketing to Consumer Marketing Forum

Due on Sunday

- Replies in the Chapter 4: Comparison of B2B Marketing to Consumer Marketing Forum
- Submit the Chapter 4 Reflection Paper
- Complete the Chapter 4 Quiz

Week 6: How are target markets segmented and how are target markets selected?

- Read *Principles of Marketing*, Chapter 5
- View Week 6 Videos
- Participate in Chapter 5: How are Target Markets Selected Forum
- Submit Chapter 5 Reflection Paper
- Complete the Chapter 5 Quiz

Due on Thursday

- Initial Post in the Chapter 5: How are Target Markets Selected Forum

Due on Sunday

- Replies in the Chapter 5: How are Target Markets Selected Forum
- Submit the Chapter 5 Reflection Paper
- Complete the Chapter 5 Quiz

Week 7: What is the process that companies use to create new product offerings?

- Read *Principles of Marketing*, Chapter 6
- View Week 7 Videos

- Participate in the Chapter 6: Factors Companies Consider When Making Branding Decisions Forum
- Submit Chapter 6 Reflection Paper
- Complete the Chapter 6 Quiz

Due on Thursday

- Initial Post in the Chapter 6: Factors Companies Consider When Making Branding Decisions Forum

Due on Sunday

- Replies in the Chapter 6: Factors Companies Consider When Making Branding Decisions Forum
- Submit the Chapter 6 Reflection Paper
- Complete the Chapter 6 Quiz

Week 8: How is the product life cycle managed?

- Read *Principles of Marketing*, Chapter 7
- View Week 8 Videos
- Participate in the Chapter 7: Factors to Consider When Companies Introduce New Products Forum
- Submit Chapter 7 Reflection Paper
- Complete the Chapter 7 Quiz

Due on Thursday

- Initial Post in the Chapter 7: Factors to Consider When Companies Introduce New Products Forum

Due on Sunday

- Replies in the Chapter 7: Factors to Consider When Companies Introduce New Products Forum
- Submit the Chapter 7 Reflection Paper
- Complete the Chapter 7 Quiz

Week 9: How are marketing channels used to create value for customers?

- Read *Principles of Marketing*, Chapter 8
- View Week 9 Videos
- Participate in the Chapter 8: How are Marketing Channels Selected Forum
- Submit Chapter 8 Reflection Paper
- Complete the Chapter 8 Quiz

Due on Thursday

- Initial Post in the Chapter 8: How are Marketing Channels Selected Forum

Due on Sunday

- Replies in the Chapter 8: How are Marketing Channels Selected Forum
- Submit the Chapter 8 Reflection Paper
- Complete the Chapter 8 Quiz

Week 10: What is market research and how is research used in marketing?

- Read *Principles of Marketing*, Chapter 10
- View Week 10 Videos

- Participate in the Chapter 10: Market Research as a Competitive Advantage Forum
- Submit Chapter 10 Reflection Paper
- Complete the Chapter 10 Quiz

Due on Thursday

- Initial Post in the Chapter 10: Market Research as a Competitive Advantage Forum

Due on Sunday

- Replies in the Chapter 10: Market Research as a Competitive Advantage Forum
- Submit the Chapter 10 Reflection Paper
- Complete the Chapter 10 Quiz

Week 11: What are the factors that affect pricing decisions?

- Read *Principles of Marketing*, Chapter 15
- View Week 11 Videos
- Participate in the Chapter 15: How Companies Choose Pricing Strategies Forum
- Submit Chapter 15 Reflection Paper
- Complete the Chapter 15 Quiz

Due on Thursday

- Initial Post in the Chapter 15: How Companies Choose Pricing Strategies Forum

Due on Sunday

- Replies in the Chapter 15: How Companies Choose Pricing Strategies Forum
- Submit the Chapter 15 Reflection Paper
- Complete the Chapter 15 Quiz

Week 12: How can integrated marketing communications be used to promote and influence consumer behavior?

- Read *Principles of Marketing*, Chapter 11
- View Week 12 Videos
- Participate in the Chapter 11: How Companies Choose Messaging Strategies Forum
- Submit Chapter 11 Reflection Paper
- Complete the Chapter 11 Quiz

Due on Thursday

- Initial Post in the Chapter 11: How Companies Choose Messaging Strategies Forum

Due on Sunday

- Replies in the Chapter 11: How Companies Choose Messaging Strategies Forum
- Submit the Chapter 11 Reflection Paper
- Complete the Chapter 11 Quiz

Week 13: How is social media used in marketing?

- Read *Principles of Marketing*, Chapter 12
- View Week 13 Videos
- Participate in the Chapter 12: Social Media Strategies for Public Relations Forum
- Submit Chapter 12 Reflection Paper

- Complete the Chapter 12 Quiz

Due on Thursday

- Initial Post in the Chapter 12: Social Media Strategies for Public Relations Forum

Due on Sunday

- Replies in the Chapter 12: Social Media Strategies for Public Relations Forum
- Submit the Chapter 12 Reflection Paper
- Complete the Chapter 12 Quiz

Week 14: What is the role of professional sales in marketing?

- Read *Principles of Marketing*, Chapter 13
- View Week 14 Videos
- Participate in the Chapter 13: Sales and Ethics Forum
- Submit Chapter 13 Reflection Paper
- Complete the Chapter 13 Quiz

Due on Thursday

- Initial Post in the Chapter 13: Sales and Ethics Forum

Due on Sunday

- Replies in the Chapter 13: Sales and Ethics Forum
- Submit the Chapter 13 Reflection Paper
- Complete the Chapter 13 Quiz

Week 15: What is consumer satisfaction and how is customer loyalty measured?

The final week varies in length based on the semester. Please refer to the Semester Calendars found in the Academic Information section at the top of the course site for details.

- Read *Principles of Marketing*, Chapter 14
- View Week 15 Videos
- Participate in the Chapter 14: Customer Loyalty and Ethics Forum
- Submit Chapter 14 Reflection Paper
- Complete Chapter 14 Quiz
- Submit Final Marketing Plan
- Post Kaltura presentation to Final Marketing Plan Presentation Forum

Due on Thursday

- Initial Post in the Chapter 14: Customer Loyalty and Ethics Forum

Due on Sunday

- Replies in the Chapter 14: Customer Loyalty and Ethics Forum
- Submit the Chapter 14 Reflection Paper
- Complete the Chapter 14 Quiz
- Submit Final Marketing Plan
- Post Kaltura presentation to Final Marketing Plan Presentation Forum