



**SIUE-School of Business
Course Syllabus
Principles of Marketing 300-WS1
ONLINE-Winter Session Dec. 16, 2019- Jan 5, 2020**

GENERAL INFORMATION

Instructor: Chris J. Winter
Class time: ONLINE
Semester hours: 3
Class Location: ONLINE
Phone: (cell) 314-973-3307
Office: FH2135-in Mgmt/Mktg Dept (FH2120)
E-mail: cwinter@siue.edu

SIUE SCHOOL OF BUSINESS PROFESSIONAL CODE

Faculty, staff, and students in the School of Business at SIUE are expected to contribute to a culture of integrity and professionalism. Our School's culture encourages behaviors associated with educated and self-disciplined individuals. Those behaviors include:

- ◆ Being honest;
- ◆ Being reliable and prepared;
- ◆ Being responsible for one's own actions and decisions; and
- ◆ Being respectful of all individuals.

COURSE DESCRIPTION

Survey of the organization and function of distributing goods and services from the point of production to the ultimate consumer. Included is the consideration of marketing's role in

the economy, buyer behavior, product planning and development, distribution structure, pricing, advertising, Internet, and promotion activities.

COURSE OBJECTIVES

1. Give an overview of the concepts of marketing and how marketing works in today's business; also to identify the environmental forces affecting a marketer's business.
2. To understand the marketing concept and marketing mix.
3. Identify/segment the target market(s) for a product, service or idea.
4. Explain the key components of a distribution strategy for a product, service or idea.
5. Describe a basic promotion mix for a product, service or idea.
6. Explain the fundamental elements of a pricing strategy for a product service or idea.

TEXTBOOK (S)

Principles of Marketing, Kottler, Phillip and Armstrong, Gary; 17th Edition, Pearson, copyright 2018; ISBN: 978-0-13-4492513

GRADING PROCEDURE

The student's final grade will be based on the grading components listed below:

- 300 points Exams (3 each for 100)
- 200 points Marketing Plan
- 100 points Final
- 200 points Class Marketing Cases (4-50 points each)
- 100 points Quizzes-MyMarketingLab (10 total for 10 points each)
- 50 points Online Simulations-(10 points each-5 simulations)
- 50 points Weekly Article Submission (2-25 points each)

An "Incomplete" is not given other than for extraordinary circumstances medical, military, etc.... Student must supply written documentation from a credible third party to receive an "Incomplete" for this course.

ADDITIONAL INFORMATION

Academic Honesty

Academic dishonesty will not be tolerated. Plagiarism –large or small, major or minor– is a violation of the University's Academic Honesty Policy and will not be tolerated. Any incidence of academic dishonesty will result in a failing grade for the course. The University's policies are available at <http://www.siu.edu/policies/1i6.shtml>.

By taking this course, you agree that all required papers may be subject to submission for textual similarity review to Turnitin™ for the detection of plagiarism. All papers submitted for review will be included as source documents in SIUE's Turnitin™ institutional archive.

Fatal Error Policy

Formal written work in this course is expected to conform to professional business standards. The term ***fatal error*** refers to technical errors in language and errors of form. As business students, you must practice professional standards of writing. The School of Business has developed the Fatal Error Policy which applies to all written assignments completed out of class. The fatal error policy can be viewed on the School website at (http://www.siu.edu/business/current/policies_forms.shtml#fep).

The following “fatal error policy” will be used in this course: Cases or writing assignments with more than three (3) fatal errors on any one page or seven (7) or more in the entire document are unacceptable and will be returned to you without a grade. The assignment must be corrected and returned to me by the next class period. Grades on papers returned because of fatal errors will be reduced by one letter grade. Resubmitted assignments exceeding the fatal error limit will receive a failing grade.

Final cases or papers that are due at the end of the course, when there is no time for revision, will receive a reduction of two letter grades if the fatal error limit is exceeded.

One way of avoiding some of these errors is to pay careful attention to what you write. Another way is to use spelling and grammar software (available in our computer and writing labs); these programs will detect some kinds of fatal errors, but not others. ***Another way is to make sure you have someone else help proof your document*** (your fellow students or team members can help here). Another way is to write a draft then edit it into a final product well before it is due; this allows you to do a careful final check. Another way is to take advantage of the assistance available in the Writing Lab (<http://www.siu.edu/IS/WRITING/index.html>). In the end, **you** are responsible for producing a document that meets acceptable standards of writing.

Late Assignments

All projects are due on the date assigned regardless of attendance in class. As in the ‘real world,’ no late assignments will be accepted.

ACCESS

*Students needing accommodations because of medical diagnosis or major life impairment will need to register with **Accessible Campus Community & Equitable Student Support (ACCESS)** and complete an intake process before accommodations will be given. Students who believe they have a diagnosis but do not have documentation should contact ACCESS for assistance and/or appropriate referral. The ACCESS office is located in the Student Success Center, Room 1270. You can also reach the office by e-mail at myaccess@siue.edu or by calling 618.650.3726. For more information on policies, procedures, or necessary forms, please visit the ACCESS website at www.siu.edu/access.*

IT and Blackboard HELP

The ITS Help Desk provides telephone and walk-in service for students, faculty, and staff for all information technology-related problems and questions. Many requests can be met immediately and service technicians are scheduled and dispatched for more complex issues.

To contact the ITS Help Desk and request support:

PHONE: 650-5500

EMAIL: help@siue.edu

ITS is located in the basement of Lovejoy Library in room 0005. Search the Knowledge Base to see if ITS already have an answer to your question!

Technology requirements

At a minimum, students need the following software/hardware to participate in this course:

- Computer with an updated operating system (e.g. Windows, Mac, Linux)
- Updated Internet browsers (Apple Safari, Internet Explorer, Google Chrome, Mozilla Firefox)
- DSL or Cable Internet connection or a connection speed no less than 6 Mbps.
- Media player such as, QuickTime or Windows Media Player.
- Adobe Reader or alternative PDF reader (free):
<http://get.adobe.com/reader/?promoid=HRZAC>
- Java plugin (free): <http://java.com/en/download/index.jsp>
- Any other specialized software or basic software (e.g., MS Office, etc.). Students can download MS Office at no charge here: <http://office365.siue.edu>

Technology capabilities

Students in an online course should be able to:

- Use a word processor, such as MS Word, to compose assignments and communicate with others in class
- Attach files to emails or course areas
- Navigate websites and course materials
- Reach out to tech support staff when issues arise and troubleshoot to resolve problems

Since this is an online course, students are expected to have reliable Internet access on a regular basis. It is the student's responsibility to address any computer problems that might occur. Such problems are not an excuse for delays in meeting expectations or for missing course deadlines.

During the Winter Session, Blackboard help will be available 24 hours a day, except on holidays (i.e., Christmas). Call 618-650-5500 for support. Please call rather than email if you encounter a technical problem.

INSTRUCTIONAL METHOD

As this is an introduction to marketing focusing on concepts and applications of management, the major portion of time will be spent in covering the materials presented in the text. Student participation and interaction are an expected part of this class. The learning process will be enhanced with the introduction of topical materials to emphasize/augment textbook subject areas.

The reading assignment calendar presents a series of textbook readings and class assignments. Each student is expected to be fully acquainted with the details of all assigned chapters. The instructor will assume this material has been thoroughly understood and proceed to build on it in discussions, presentations, and videos.

(100 points total)- Ten online quizzes worth 10 points each. Quizzes are usually multiple choice or short answer, and will be timed and scored online. Students will have only two chances to complete each quiz—quizzes must be completed by due date. Quizzes will NOT be re-opened if missed. Quiz dates and times are stated in MML and are strictly kept. Quizzes will be taken via Blackboard on MyMarketingLab. All students must register to access the MML quizzes. Must use Chrome or Firefox to take quizzes/simulations. Cannot take on a MAC. MML Quizzes will usually be open for 4-5 days so BE SURE to pay attention to the dates in MML and on the Assignment Calendar.

(50 points) -5 online Simulations using MyMarketingLab; each worth 10 points. Schedule per Assignment Calendar. Simulations will be taken in MyMarketingLab online. When completed, students will take a screenshot of their score and email to cwinter@siue.edu. Late assignments will not be accepted.

(200 points total-50 points each)-Four Marketing cases will be given which require students to complete and submit in for credit as part of their overall grade. Cases will be brief, OPEN BOOK. Students will be asked to answer questions about the case. Students should expect to answer each case question completely, referencing concepts from the text.

(300 total points-100 points each)-Three exams—each worth 100 points. Exams will be Essay—10 questions; pick 5 of the ten to complete the exam. Example essay question: “What is the most important function of marketing and why?”). Any exams taken later than the scheduled date will automatically lose 10 points—unless the student is absent for an SIUE function or has documentation for the absence—these are the ONLY exceptions.

(200 points)-Marketing Plan Assignment-outline at the end of the syllabus. Each student will prepare a marketing plan for a product, service, cause or idea which is designed as a review of course materials and determination of understanding. Marketing plans to be completed using student’s selected (and instructor approved) product or service. Marketing plan to be at least 5-7 typewritten pages per outline included. Students may also work in groups of up to 4 people on this project. Instructor must approve. Will hand in one final Marketing Plan with all names.

(100 points)-Final -Essay—same format as other exams.

(50 points) Weekly Article Presentation (2 worth 25 points each):

Students will also submit two newsworthy, marketing-related business article each week, beginning Dec. 23. (Total of 2) This is very brief write up—two paragraphs MAX-- just a summary of a relevant business-related article. These articles can cover anything related to marketing/chapter content we are covering. Article only needs to be related to marketing—no more specific than that. Students will give a summary of the information presented and why the student felt the article was pertinent to the class/text. Your presentation should cover what you thought about the article; why you choose it; why it caught your attention; would you purchase that particular product or service; relate your article to materials covered in the textbook and class.

In emergency situations only, AND with proper, acceptable documentation will makeup exams be given. If any exam is made up on a date later than the actual test date, 10 points will automatically be deducted from the grade. THERE ARE NO MAKE-UPS for QUIZZES—MML Quizzes must be completed by the due date and will not be opened for late students. Marketing cases not taken /submitted on due date may be made up for half of original total points possible. These must also be made up within one week of the date of the class case.

ASSIGNMENT CALENDAR

Week of Dec. 16

Introduction
What is Marketing/Criticisms of Marketing
(see Zoom Intro)

Chapters 1, 2
Marketing case-opens 12/16-due 12/19 midnight

Chapter 3, Chapter 4
MML Quiz Chapter 3-open 12/16; due 12/20, midnight
Simulation #1-Opens: 12/19, 12 noon, due-12/22
midnight

Chapters 5, 6
MML Quiz Chapter 5-open 12/19; due 12/22 midnight
Review for Exam
EXAM Chapters 1-5: open 12/22 * am-12/22 8 PM
Marketing Plan Outline Due Dec. 23, 12 noon

Chapters 7, 8, 9
Marketing case-open 12/20; due 12/23 midnight
MML Quiz Chapter 8-open 12/20; due 12/24 midnight
Simulation #2-Open 12/20, due 12/23 midnight

Week of Dec. 23

Chapter 10, Chapter 11

Marketing Articles-Due: 12/26 midnight

MML Quiz Chapter 10-open 12/23; due 12/27 midnight

Exam Chapter 6-9- open 12/29, 8 AM- 8 PM.

Chapter 12, 13,

MML Quiz Chapter 13-open 12/26; due 12/29

Simulation #3-open 12/26, 12 noon, due 12/29 midnight

Marketing case-open 12/26; due 12/29

Chapter 14, 15,

Simulation #4, open 12/29- due 12/31 midnight

MML Quiz Chapter 14-open 12/27; due 12/30 midnight

MML Quiz Chapter 15 open 12/27; due 12/30 midnight

Week of Dec. 30

Chapter 16, 17

Exam Chapters 10-15-open 1/2; 8 AM-8 PM

MML Quiz Chapter 16-open 1/1; due 1/4 midnight

MML Quiz Chapter 17- open 1/4; due 1/4 midnight

Marketing Articles-Due: 1/1 midnight

Chapter 18, 20

Simulation #5, Open 1/1; due 1/3 midnight

Marketing case-open 1/2; due 1/4 midnight

MML Quiz Chapter 20-open 1/1; due 1/3 midnight

ALL Marketing Plans DUE Jan. 4-Midnight

FINAL EXAM (Chapters 16, 17, 18, 20)-open 8 AM- 8 PM;

*NOTE: Chapter 19 will not be covered.

Grading Scale

A 900-1000

B 899-800

C 799-700

D 699-600

F <599

NOTE: This syllabus is subject to change at the discretion of the instructor to accommodate instructional and/or student needs

INTEGRATED MARKETING PLAN -WRITTEN PRESENTATION

Students will prepare a marketing plan for a product or service of their choice— Instructor must approve.

Each marketing plan may be for an actual product or service, or a product or service not yet in existence. This is the student's plan for the product/service; NOT the marketing plan that particular product/service is currently being executed in the marketplace.

The integrated-marketing plan outline to be followed is below.

Each student will submit a written comprehensive marketing plan-- should be 5-7 plus typewritten pages. Plans can include samples of ads, brochures, mailers, media plans, distribution schemes, sales projections, etc.... Marketing Plans **MUST include a "tag line" for the product or service and a sample of a print or internet ad.**

Written marketing plan can be in outline form similar to the Sample Marketing Plan (posted on Bb). Does NOT have to be formal paper in paragraph format—**ALL Marketing Plans are due Jan.4, at midnight.**

Each student should have their product or service chosen by around the third week of class, and review with the instructor who must approve your choice of product or service BEFORE beginning work on the marketing plan. No duplicate products and services are allowed—it's first come, first served. **(Outlines due: Dec. 23, by 12 Noon.. See Bb for Outline guidelines)**

Marketing Plan Outline

I. INTRODUCTION

- A. Name of company's product or service
 - i. (Generic and Brand)
- B. Identify and detailed description of target market(s)-covering all segmentation variables**
- C. Time period covered by this plan (12 months)
- D. Tag Line**

II. SITUATION ANALYSIS

- A. Market description
 - 1. Users
 - 2. Buyers

3. Competition
4. Market share
5. Distribution structure
6. Environmental factors

III. SUMMARY OF KEY OPPORTUNITIES/CHALLENGES(SWOT)

IV. OBJECTIVES OF THE MARKETING PLAN

V. STRATEGY

- A. **Strategy statement** (WHAT?)
- B. **Product positioning** (How product is positioned in the marketplace)

VI. TACTICAL PLANS (HOW?)-Promotional Mix to market the product/service

- A. Tactic #1 (promotional mix)
 1. Objectives
 2. Details
- B. Tactic #2 (e.g., print ad, direct mail/internet email)

VII. SAMPLE AD/BROCHURE/INTERNET SPLASH PAGE, etc....

VIII. SCHEDULE OF ACTIVITIES (Calendar by quarters)

VIX. CONCLUSION