



SIUE-School of Business

Course Syllabus

Principles of Marketing 300-WS1-ASYNCHRONOUS ONLINE

WINTER SESSION-December 19, 2022-January 8, 2023

GENERAL INFORMATION

Instructor: Chris J. Winter

Semester hours: 3

Class Location: ASYNCHRONOUS-ONLINE

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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.

TEXTBOOK (S)

Connect Master Marketing 2.0

2nd Edition

By McGraw Hill and Lauren Beitelspacher

ISBN10: 1260992438

ISBN13: 9781260992434

Copyright: 2021

Students will use the eText for this class and will access that eText via Blackboard.

student must Register with McGraw Hill to access the eText and all the digital supplemental materials.

To access your eText for this course, you need to go to "Coursework" and click on one of the McGraw Hill assignments-(i.e., Marketing Mini Sims)

Open one of these Assignments--you will go to page that say: LAUNCH McGraw Hill. Click Launch.

You should see that Marketing Mini Sims Assignment even though it may not be open yet. There should be a place on that page that says "Home"--Click the home button and you should go to a McGraw Hill page where you'll enter your email, you will see a picture of our Text. If you click on the pix of the Text you it should open and you should be able to start reading.

Student Registration You can also share this video with them: <https://video.mhhe.com/watch/gMXdmFmd8hJcFCNN4y6kVv>

Student Registration for Connect through Blackboard

- Sign into your school's Blackboard.
- Go to your instructor's course.
- Go to the "Tools" menu.
- Click on the "McGraw-Hill Education" link.
- Below "My Connect Section", click **Go to My Connect Section**.
- Follow the on-screen instructions to register.

GRADING PROCEDURE

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

200 points Mid-Term and Final Exams (each for 100)-both essay

200 points Marketing Plan

200 points Class Marketing Cases (4-50 points each)

100 points Quizzes-via Connections (10 total for 10 points each)

100 points Role Playing Adaptive Learning activity (5 activities at 20 each)
50 points LearnSmart Exercise (2- 25 points each)
150 Marketing Mini Simulations via Connections (5 at 30 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.

This course will be delivered fully **online**.

The semester will be divided into weekly sessions, with each session starting on Monday and ending on Sunday. Blackboard will be the primary platform for this course. Course materials will be delivered via Blackboard (Bb) using alternative methods (e.g. recorded lectures, videos, etc.) and online discussions will be required to ensure the interactions within the class and between students and the instructor. The instructor will consistently monitor each student’s participation and progress and will be available for questions via emails, phone conversations, and online chats/meetings.

(1) An online meeting platform called Zoom will be used for virtual team meetings and meetings between individual students and the instructor. Zoom is freely available to SIUE students and staff. Instructions about how to use Zoom are available from SIUE ITS.

Performance expectations for an online course are the same as for a traditional course. This course is a three-credit hour course. For a sixteen-week format, fulfilling the three-credit hour requirement requires 4 hours of instructional time per week (students in a face-to-face section meets for 2 hours twice a week), excluding course preparation time (usually 2 hours for each credit hour). Apply this same metric as this is a three -week course.

Succeeding in an online course requires not only your commitment, but also careful time management to ensure keeping pace with class progress. In addition, an online course requires certain equipment and technology skills to access the course materials and participate in class activities. **Each student must have access, on a regularly basis, to a computer/tablet that has an internet connection, a mic, a speaker/headphone, and the most recent version of Zoom. More detail on technology requirements following in this syllabus. Students are also expected to make themselves available for team collaboration on a weekly basis.**

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.

ACCESS

Option 1:

Services for Students Needing Accommodations

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 1203. You can also reach the office by emailing us at myaccess@siue.edu or by calling [618-650-3726](tel:618-650-3726).

If you feel you would need additional help in the event of an emergency situation, please notify your instructor to be shown the evacuation route and discuss specific needs for assistance.

Option 2:

Services for Students Needing Accommodations

It is the policy and practice of Southern Illinois University Edwardsville to create inclusive learning environments. If there are aspects of the instruction or design of this course that result in barriers to your inclusion or to accurate assessment of achievement—such as time-limited exams, inaccessible web content or the use of non-captioned videos—please contact Accessible Campus Community and Equitable Student Support (ACCESS) as soon as possible. In order to properly determine reasonable accommodations, students must register with ACCESS either online at siue.edu/access or in person in the Student

Success Center, Room 1203. You can also reach the office by emailing us at myaccess@siue.edu or by calling [618-650-3726](tel:618-650-3726).

If you feel you would need additional help in the event of an emergency situation, please notify your instructor to be shown the evacuation route and discuss specific needs for assistance.

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, you will 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.

Call 618-650-5500 for support. Please call rather than email if you encounter a technical problem.

COURSE OBJECTIVES

1. Give an overview of the concepts of marketing and how marketing works in today's business; 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.

Instructional Approaches

A variety of teaching methods, including recorded lectures, online discussions, case studies, and a team-marketing mini simulation, will be used to facilitate learning in the class. The purpose of lectures is to introduce the main concepts, theories and analytical tools. Online discussion will enhance your learning experience by allowing you to exchange your ideas and opinions with other students and the instructor and stimulating critical thinking. The business cases will be used to facilitate understanding and learning by bringing "real world business" into class. The computer simulations and role plays will enable you to utilize many of the concepts and skills that will be presented and discussed in the class to solve marketing issues as a top manager.

Use of Blackboard and Class Participation

Students are expected to log in Blackboard regularly during each week to participate in discussions, access course materials, and check grades. Per SIUE Class Attendance Policy (<https://www.siu.edu/policies/1i9.shtml>), students may be dropped from a course for not attending the first-class session. As this course is delivered online, **students need to log into the course on Blackboard no later than midnight Dec. 20 and complete your Personal Profile** in order to avoid being dropped from the class.

Use of SIUE Email Account

Students are expected to check their SIUE email account regularly during each week in order to receive course announcements/updates.

Communication with the Instructor

I will be available to meet online using Zoom (can be accessed through Blackboard) upon appointment. I will also schedule face-to-face meetings upon request. **Best way to reach me is email.** I will respond to emails within 24 hours on regular working days (Monday-Friday).

Grading Turnaround Time and Grade Dispute

Feedback for assignments will be provided through Blackboard or email. The general grading turnaround time for an assignment (with the Industry and Company Analysis Project as an exception) is a week from the due date.

Students are responsible for checking grades/points on a regular basis. Questions/dispute on the grade of an assignment must be communicated with the instructor **within a week** after the grade is posted on Blackboard. Grades that have been posted on Blackboard more than a week will not be reevaluated when calculating the course grade.

ADDITIONAL INFORMATION

Academic Honesty: Academic misconduct including, but not limited to, cheating, plagiarism, and forgery; soliciting, aiding, abetting, concealing, or attempting such acts; may result in Disciplinary Reprimand, Probation, Suspension, and Expulsion.

Cheating: Working on a class assignment with others, including student tutors, when the instructor has not said that such collaboration activity is permitted. (While it is permissible to have general discussion about course work, unless your instructor tells you otherwise, any work you hand in must be a result of your individual effort and not the result of collaboration or plagiarism.)

Plagiarism: Failing to enclose quotations in quotation marks, failing to cite a source or incorporating another's work into your own will result in a failed grade.

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.

TEAM ASSIGNMENTS:

TEAM assignments must be completed as a Team. The Instructor will NOT grade individual submissions. One person on the Team will submit the Assignment via Blackboard with ALL the names of participating Team members. If a Team member's name is NOT listed, the Instructor will assume that Team member did NOT participate and that student will receive 0 points for that assignment.

(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.

(200 total points-100 points each)-Mid-Term and Final exams—each worth 100 points. Exams will be Essay—Open book; open note. Mid-Term/Final both have 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 Team will prepare a marketing plan for a product, service, cause or idea the Team chooses. This marketing plan assignment is designed as a review of course materials and determination of understanding. Marketing plans to be completed using Team’s selected (and instructor approved) product or service. Marketing plan to be at least 5-7 typewritten pages per outline included. A sample marketing plan is posted on Blackboard for reference.

INDIVIDUAL Assignments

Personal Profile via Blackboard in “Discussions.” Students in this class need to complete this Personal Profile by midnight, Dec. 20 or they will be dropped from this class. The Instructor will use this information to put all students into Teams for the Team assignments,

(150 points) – Five Marketing Mini simulation exercises (30 points each) Simulations pertain to selected chapter materials. Students will submit exercise to Bb as an assignment via Connect Master. All students must register to access the Connect Master. Must use Chrome or Firefox to take quizzes/simulations. Cannot take on a MAC. Connect Master Marketing Mini Simulations will usually be open for 4-5 days so BE SURE to pay attention to the dates in Connect Master and on the Assignment Calendar.

(100 points)-Role Playing Activities (5 activities worth 20 points each)- Application-Based Activities (Role-Play) Bridge the gap between concept and application with Application-Based Activities that engage students and put them in a peer-to-peer consultative role. Students practice their critical thinking and problem solving skills as they help "a friend" work through a particular real-life challenge such as setting SMART goals, or building an effective resume. Each simulation is designed as a 15-30 minute experience, and includes motivational coaching from the virtual instructor as needed.

(100 points total)- Ten 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 Connect Master

and are strictly kept. Quizzes will be taken via Blackboard on Connections. All students must register to access the Connect Master quizzes. Must use Chrome or Firefox to take quizzes. Cannot take on a MAC. Connect Master Quizzes will usually be open for 4-5 days so BE SURE to pay attention to the dates in Connect Master and on the Assignment Calendar.

LearnSmart Assignments (50 points)-2 Assignments worth 25 points each. These Assignments can be accessed via the Connect Learning module supplement with the e-text. Each LearnSmart Assignment corresponds with a Chapter.

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, Mini Sims, Role Plays or LearnSmart assignments—Connect Master assignments 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. 19

Introduction
What is Marketing/Criticisms of Marketing

Personal Profile via Blackboard in "Discussions." Students in this class need to complete this Personal Profile by midnight, Dec. 20 or they will be dropped from this class. The Instructor will use this information to put all students into Teams for the Team assignments,

Chapters 1, 2, 3, 4
Marketing case#1-(opens 12/19-due 12/26 midnight)
Quiz Chapter 2 (open 12/19; due 12/26)

Chapter 5, 6, 7
Quiz Chapter 3-(open 12/19; due 12/26 midnight)
Mini-Simulation #1-(opens 12/19-due 12/26 midnight)
Role Play #1- (opens 12/19; due 12/26 midnight)

Chapters 8, 9
Quiz Chapter 5-(open 12/21; due 12/26 midnight)

Marketing Plan Outline Due Dec. 26, midnight

Chapters 10, 11, 12
Marketing case#2-(open 12/13; due 12/28 midnight)

Quiz Chapter 8-(open 12/21; due 12/28 midnight)
Mini Simulation #2-(opens 12/21-due 12/28 midnight)
Quiz Chapter 10- (opens 12/21; due 12/28 midnight)
Role Play #2- (opens 12/21; due 12/28 midnight)

Mid-Term Exam Chapters 1-12 Opens MONDAY Dec. 26 at 8 AM and closes MONDAY Dec. 26, 8 PM

Week of Dec. 26

Chapter 13, 14, 15
Quiz Chapter 13-open 12/26; due 1/1 midnight
LearnSmart Exercise. #1- (opens 12/26; due 1/1 midnight)

Chapter 16, 17, 18

Marketing case#3-(open 12/26; due 1/1 midnight)
Mini Simulation #3-(opens 12/26-due 1/1 midnight)
Quiz Chapter 14-(open 12/26; due 1/1 midnight)
Role Play #3- (open 12/26; due 1/1 midnight)

Chapter 19, 20
Role Play #4- (open 12/26; due 1/1 midnight)
Mini Simulation #4- (opens 12/26-due 1/1 midnight)

ALL Marketing Plans DUE Jan. 2-Midnight

Week of Jan. 2

Chapter 21, 22, 23, 24
Quiz Chapter 16(-open 1/2; due 1/6 midnight)
Quiz Chapter 18- (open 1/2; due 1/6 midnight)
Quiz Chapter 20- (open 1/2; due 1/6 midnight)

Marketing case #4-(open 1/2; due 1/6 midnight)
Mini Simulation #5- (opens 1/2-due 1/6 midnight)
Role Play #5- (open 1/2; due 1/6 midnight)
LearnSmart Exercise #2- (opens 1/2; due 1/6 midnight)

FINAL EXAM (Chapters 10-15, 16, 17, 18, 20)-Opens SATURDAY Jan 7 at 8 AM and closes SATURDAY Jan. 7, 8 PM

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

Student Teams 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. This assignment is worth 200 points.

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

Each student Team will submit a written comprehensive marketing plan-- should be 5-7 plus typewritten pages. Plans may include samples of ads, brochures, mailers, media plans, distribution schemes, sales projections, etc. to receive **EXTRA CREDIT**. 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 2 at midnight**.

A sample Marketing Plan is posted on Blackboard. Follow that example. Teams may submit this paper in outline format exactly like the sample Marketing Plan. This is NOT a formal paper—outline with very complete, thorough points is preferred.

Each student Team should have their product or service chosen by around the first 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. 26 at midnight. See Bb for Outline guidelines)**

The Marketing Plan Grading Rubric is also posted on Bb. BE SURE to review before starting the marketing plan to see how each section of the marketing plan is weighted toward the total 200 points.

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)

XI. CONCLUSION