Course description

Introduction to the concept of marketing and its application including customer focus; the importance and formulation of the marketing mix in marketing decision making; strategy and use of market segmentation, targeting, and positioning; the marketer’s focus/responsibility for revenue and profitability; and integrated marketing communications; plus, an overview of career opportunities in marketing.

Course objectives

1. To provide you with a foundation in the principles, basic concepts and methods of marketing and marketing mix decision-making.

2. To familiarize you with a large number of marketing companies worldwide through examples and case studies.

3. To explain the nature of change in global markets and its subsequent effects on marketing planning, practice and competition.

4. To familiarize you with broader social and ethical concerns arising from marketing activities, such as the need for environmental protection and sustainable development practices, corporate social responsibility, and aspects of human rights such as privacy, dignity, safety, freedom of speech, and freedom of choice.

Required textbook


How to be successful in this course

Since the instructor does not meet with the students face-to-face regularly for an online course, it has been the instructor's observation that the students who are successful in an online course are self-motivated learners. This point cannot be emphasized strongly enough. Therefore, before
you decide to stay in this course, you should understand what it takes to be a successful online learner. You, the student, must:

- have motivation to read, write, and communicate with others.
- devote sufficient time each day to study the materials
- be flexible in dealing with technology problems.
- be a self-starter, does not procrastinate.
- possess good time management skills.

As such, you are encouraged to communicate with the instructor anytime if you have questions. Your questions will be answered in a timely manner. All email communication with the instructor should have a subject line that follows the format of: MK301- topic. An example would be: MK301- Homework #1.

**Chapter study guide and assignments**

Here is how you should complete the online study sessions:

1. Read the assigned chapter text
2. Go to the premium content website [www.mhhe.com/GrewalM2e](http://www.mhhe.com/GrewalM2e) log in with your pass code that comes with the textbook. You can also purchase the pass code on that website.
3. Click on STUDY TOOLS, and go over the narrated PPT lecture (a good study guide for preparing your weekly quiz).
4. If there are issues you are not clear about during the PPT lecture, reread the chapter.
5. Click on INTERACTIVE, and then play the Video Case. Complete the multiple choice questions both during and after playing the video. If you are not happy about the results, repeat the video case and redo the exercise. You are allowed to do the video case twice. Your performance will be recorded on the websites. Only the second attempt counts if you make two attempts.
6. Still under INTERACTIVE, play the Video Sim if it is available. Complete the multiple choice questions as you did for the Video Case. Again, only two attempts will be allowed.

Do NOT submit these video exercises immediately after you complete them. Instead, at the conclusion of this course, submit your grade book (that has all your scores on the video cases) from the premium content website to junyumarketing@gmail.com. For your convenience, the following table shows the summary of the 25 video exercises for which you need to submit the results at the conclusion of this course. Note: the deadline for finishing each of these exercises is still the end of day for the assigned chapter(s).

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<thead>
<tr>
<th>Chapter number</th>
<th>Video Case</th>
<th>Video Sim</th>
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<tbody>
<tr>
<td>1</td>
<td>Yes</td>
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<td>18</td>
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<td>Total</td>
<td>16</td>
<td>9</td>
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**Essay assignments**

There are 10 essay assignments. You can view them in the Assignments area on Blackboard. Each essay corresponds to one of the chapters. Complete and submit it on Blackboard on the day for which it is assigned. Please try to write your essay within one single-spaced page.

**Homework assignment deadlines**

All chapter assignments, including the video exercises, should be completed at the end of the day for which the assignments are given. The assignments deadlines are given in the class schedule table at the end of the syllabus. Each hour after the deadline is passed will cost you a 5% credit for that assignment. The video cases should be completed following the same deadlines but you should submit only the Grade book from the video website through email [junyumarketing@gmail.com](mailto:junyumarketing@gmail.com) to the instructor at the conclusion of the course (see class schedule). Essays should be submitted on Blackboard on the day of the assigned chapter(s). You are strongly encouraged to submit your work well in advance of the deadline.

**Exams**

Exams are designed to motivate the student to read the textbook, since reading the textbook is especially important for an online course. There will be three required exams during the course of this semester. Exam questions will be based on the text. No makeup exam will be given. If you miss one exam, the grade for the missing exam will be given as the average of the rest three exams. This option is not available if you miss two or more than two exams. You may opt to withdraw from the course if you have to miss two or more exams.

Instructions for taking online exams:

Go to [https://www.eztestonline.com/639088/index4.tpx](https://www.eztestonline.com/639088/index4.tpx)

Follow the instruction to register by providing all information required.
Be sure you remember the EZ Test User ID and password you entered. You will need it the next time you log in.

When you click on the Complete Registration button, you will be automatically logged into this course.

Once logged in, you have the ability to view and change your personal information. To change your personal information, use the Update Student Preferences Name, EMail, etc. link at the top right of the EZ Test Online screen. You can then change your name, login password, and/or email address. Once you’ve made your changes, click Save Changes. To exit this screen without making any changes to your existing information, click Return to Test List.

The test will display one question at a time, you will have navigation buttons and a dropdown menu to navigate between questions.

Answer the question(s) displayed by selecting the answer or typing in your response. Use the Next button to advance through the exam. When you have answered all the test questions, a button labeled Submit Your Responses will appear in the top navigation bar. Clicking the Submit Your Responses button will submit your test to be graded. You will receive a confirmation message that your submission was saved.

Once your test is submitted, a results page will appear. The results page displays your name, score, date and time the test was taken, and duration of the test. The questions with the correct answers and your responses will also be displayed.

**IMPORTANT:** Do NOT use your browser’s BACK button during the test as this will cause the page to expire, and you will lose the ability to submit your current test. You will have to log back in and start the test over. Use the navigation buttons provided.

Each exam will be available for you on the day of the exam only. You may take the exam only once. You will have 90 minutes to finish the exam, which consists of 50 questions. A reminder dialogue box will appear when you have 2 minutes remaining.

If you use more than 90 minutes to complete the exam, you earned score will be reduced by a certain percentage points (to be determined) for every minute you go over that time limit. The 90 minutes you are given is more than sufficient for you to complete the exam.

**Course Grades**

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Exams</td>
<td>300</td>
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<tr>
<td>Video assignments</td>
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</tr>
<tr>
<td>Essay assignments</td>
<td>150</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>700</td>
</tr>
</tbody>
</table>

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The instructor promises to grade your homework carefully and fairly, based on the grading criteria. If you have questions about your grades, you are welcome to ask for an explanation. The final decision on your assignment grades reside with the instructor, even if you are not satisfied by his explanation. This is the only way to have a well-organized learning experience. If you are not comfortable about this policy, then you should reconsider whether you should take this course.

**Major Field Test in Business**

All students pursuing a Bachelor of Science in Business are required to earn a score of 135 (or higher) of a possible 200 on the Major Field Test in Business (MFT). The MFT is administered to students enrolled in MG 473 – Business Policy. Some of the content of this course (MK 301) is a portion of the material that is examined on the MFT. More information about the MFT is available at [http://www.ets.org/mft](http://www.ets.org/mft). You are encouraged to learn this material in depth and remember it. Also, you are encouraged to keep your course materials to assist you in doing a quick review prior to taking the MFT. From this course, MK 301 – Principles of Marketing - the following topics are included in the MFT:

A. Identifying attractive markets
   1. Strategic marketing planning
   2. Scanning marketing environment
   3. Marketing research and information technology tools
   4. Consumer and organizational buyer behavior

B. Marketing institutions
   1. The marketing mix (Product, Price, Place and Promotion)
   2. Segmenting consumer and organizational markets
   3. Marketing services
   4. Marketing for not-for-profit organizations
   5. Marketing of social causes

**An important note**

The instructor reserves the right, under unusual circumstances, to make modifications to the syllabus and communicate such modifications to the class.

If you have any concern about any part of the syllabus, you need to see the instructor in the first week of class to talk about it. Otherwise, it is assumed that you are in total agreement with all policies and instructions in the syllabus.

**Students requiring aid**
Emporia State University will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of Disability Services and the professor as early in the semester as possible to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the professor will be strictly confidential. This is in accordance with Faculty Senate policy 7C-07 passed in April, 2002.

**Academic dishonesty**

I will comply with all University policies regarding academic dishonesty.
### Tentative class schedule

#### Please

<table>
<thead>
<tr>
<th>Day</th>
<th>Dates</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5/14</td>
<td>Course introduction; reading syllabus; self planning</td>
</tr>
</tbody>
</table>
| 2   | 5/15  | Chapter 1: Overview of marketing  
**Complete video case and essay** |
| 3   | 5/16  | Chapter 2: Developing marketing strategies and a marketing plan  
**Complete video case and video sim**  
Chapter 4: Analyzing the marketing environment  
**Complete video case, video sim, and essay** |
| 4   | 5/17  | Chapter 5: Consumer behavior  
**Complete video case and essay** |
| 5   | 5/21  | Chapter 7: Global marketing  
**Complete video case, video sim, and essay** |
| 6   | 5/22  | Exam 1 |
| 7   | 5/23  | Chapter 8: Segmentation, targeting, and positioning  
**Complete video case and essay** |
| 8   | 5/24  | Chapter 9: Marketing research and information systems  
**Complete video case** |
| 9   | 5/28  | Chapter 10: Product, branding, and packaging decisions  
**Complete video case, video sim, and essay**  
Chapter 11: Developing new products  
**Complete video case and video sim** |
| 10  | 5/29  | Chapter 12: Services: the intangible product  
**Complete video case, video sim, and essay** |
| 11  | 5/30  | Exam 2 |
| 12  | 5/31  | Chapter 13: Pricing concepts for establishing value  
**Complete video case, video sim, and essay**  
Chapter 14: Supply chain management  
**Complete video case** |
| 13  | 6/4   | Chapter 15: Retailing and multichannel marketing  
**Complete video case, video sim, and essay** |
| 14  | 6/5   | Chapter 16: Integrated marketing communications  
**Complete video case**  
Chapter 17: Advertising, PR, and sales promotions  
**Complete video case, video sim, and essay** |
| 15  | 6/6   | Chapter 18: Personal selling and sales management  
**Complete video case** |
| 16  | 6/7   | Exam 3  
Submit grade book for videos to junyumarketing@gmail.com |